Social media marketing and purchase decision: Insights from Indonesian MSMEs

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ABSTRACT

Purpose — *This study aims to examine and analyze the effects of various social media marketing dimensions—entertainment, customization, interaction, and trendiness—on purchase decisions.*

Method — *The study focuses on micro-, small-, and medium-sized enterprises (MSMEs) in Indonesia. Data were collected through an online survey of 245 consumers who actively use social media and follow at least one MSME social media account. Purposive sampling methods were used to select respondents. The data were analyzed and hypotheses tested using Structural Equation Modeling—Partial Least Squares (SEM-PLS).*

Result — *The study confirmed that customization, interaction, and trendiness have a positive and significant effect on purchase decisions. Conversely, entertainment was found to have a non-significant effect. Among the variables, interaction had the greatest impact on driving purchase decisions.*

Novelty — *This study focuses on micro-, small-, and medium-sized enterprises (MSMEs) in Indonesia within the context of social media marketing. MSMEs are increasingly recognizing the advantages of leveraging social media to promote their products and brands. Additionally, this research directly examines the impact of social media marketing on purchasing decisions among MSMEs in Indonesia.*

Keywords: social media marketing, purchase decision, MSMEs

INTRODUCTION

Every year, the number of micro- and small-medium enterprises (MSMEs) in Indonesia experiences significant growth. According to Badan Pusat Statistik (2020), Indonesia had 52,764,603 MSMEs in 2010, which increased to 64,194,057 by 2018, marking a growth of 11,492,454 over eight years. Jayani (2021), citing Databoks data, highlights that MSMEs contribute 60.3% to GDP and employ 97% of the total workforce, providing 99% of all jobs, underscoring their pivotal role in the Indonesian economy.

The substantial expansion and economic contribution of MSMEs are bolstered by the Industry 4.0 era, which promotes the adoption of Internet of Things (IoT) technologies, facilitating digital transformation among MSMEs. Deloitte Access Economic (2015) reports that optimizing IoT through broadband penetration could potentially boost Indonesia's annual economic growth by 2%. Moreover, MSMEs exhibit high technology adoption rates, with 96% having access to computers, 84% to smartphones, and 73% to the Internet (Deloitte Access Economic, 2015).

The widespread adoption of technology among MSMEs has facilitated digital marketing activities, particularly through social media platforms. Cheung et al. (2020) note that the prevalence of social media has prompted MSMEs to reallocate marketing resources from traditional channels to digital platforms. In fact, MSMEs allocate a significant portion of their annual expenditures, about 45%, to digital marketing efforts. Projections from Deloitte Access Economic (2015) suggest that these expenditures are expected to grow by 45-52% annually. During the COVID-19 pandemic, a survey by Sea Insight found that 54% of MSMEs in Indonesia adapted by leveraging social media to drive sales (Alika, 2020), highlighting the effectiveness of digital marketing strategies among Indonesian SMEs.

Several previous studies have explored the outcomes of social media marketing, focusing on dimensions such as entertainment, customization, interaction, and trendiness. Kim & Ko (2012) suggest that social media marketing for luxury products influences purchasing decisions and consumer equity through value equity, relationship equity, and brand equity. Meanwhile, Liu et al. (2019) specifically examined the impact of Twitter-based social media marketing on consumer engagement.

Other studies have investigated the antecedents of consumer engagement on Facebook fan pages, highlighting the positive effects of social media marketing on brand equity, purchase intentions (Mishra, 2019), and word of mouth (Piehler et al., 2019). Additionally, Cheung et al. (2020a, 2020b) explored the relationship between social media marketing and consumer engagement, influencing repurchase intentions (Buzeta et al., 2020).

Despite this research, there is a gap in specific studies focusing on the direct impact of social media marketing on purchasing decisions across all active social media platforms in Indonesia, including Facebook, Twitter, Instagram, and TikTok. Building on these insights, this study specifically examines the effect of social media marketing on purchasing decisions among micro- and small-medium enterprises (MSMEs) in Indonesia.

Marketing, particularly via social media, aims to enhance consumer sales and purchasing decisions. MSMEs in Indonesia face fierce competition, prompting them to utilize social media marketing strategies such as entertainment, customization, interaction, and trendiness, as identified by Kim & Ko (2012) and Liu et al. (2019). These dimensions are crucial in influencing customer purchase decisions.

METHOD

This study employed a quantitative approach using a survey method. According to Neuman (2014), the survey approach is well-suited for investigating beliefs and behaviors. The survey comprised 19 questions, each representing five variables: entertainment, customization, interaction, trendiness, and purchase decision. A 5-point Likert scale was utilized to assess these variables, all measured in Bahasa due to the study's focus on Indonesia.

Purposive sampling was employed, targeting Indonesian citizens who are active social media users on platforms such as Facebook, Twitter, Instagram, YouTube, TikTok, and others. The sample criteria included: 1) residency in Java, which hosts 50.3% of Indonesia's internet users according to APJII (2020); 2) age between 18 to 44 years, the largest social media user demographic in Indonesia, representing 77.9% of the population (Statista, 2021); 3) active personal social media accounts; and 4) following at least one micro- or small-medium enterprise (MSME) social media account.

Data collection was conducted using a questionnaire distributed via Google Forms through social media platforms.

To analyze the data and test hypotheses, this study employed the PLS Algorithm and Bootstrapping techniques within Structural Equation Modeling—Partial Least Squares (SEM-PLS). The analysis was conducted using SmartPLS 3.0 software (Ringle et al., 2015).

Table 1. Variables measurement

Item	Statements
	Entertainment (Cheung et al., 2020; Kim & Ko, 2012)
ENT1	I like the content on MSME accounts on social media. *Saya menyukai konten pada akun UMKM di media sosial.*
ENT2	I am entertained by the content of MSME accounts on social media. *Saya terhibur dengan konten akun UMKM di media sosial*
ENT3	I find interesting content on MSME accounts on social media.

	Saya menemukan konten menarik pada akun UMKM di media sosial.
ENT4	I like looking for product information through MSME accounts on social media. *Saya senang mencari informasi produk melalui akun UMKM di media sosial.*
	Customization (Cheung et al., 2020; Kim & Ko, 2012)
CUS1	I get the information I need through MSME accounts on social media. *Saya mendapatkan informasi yang saya butuhkan melalui akun UMKM di media sosial.*
CUS2	I get the information I want through MSME accounts on social media. *Saya mendapatkan informasi yang saya inginkan melalui akun UMKM di media sosial.*
CUS3	I am satisfied looking for information through MSME accounts on social media. *Saya puas mencari informasi melalui akun UMKM di media sosial.*
	Interaction (Cheung et al., 2020; Kim & Ko, 2012)
INT1	It's easy for me to express my opinion on MSME accounts on social media. *Mudah bagi saya untuk mengekspresikan opini pada akun UMKM di media sosial.*
INT2	It's easy for me to communicate with other consumers on MSME accounts on social media. *Mudah bagi saya untuk berkomunikasi dengan konsumen lain pada akun UMKM di media sosial.*
INT3	It's easy for me to get the interaction space with other consumers on MSME accounts on social media. *Mudah bagi saya untuk mendapatkan ruang interaksi dengan konsumen lain pada akun UMKM di media sosial.*
INT4	It's easy for me to share the information with other consumers on MSME accounts on social media. *Mudah bagi saya unutk berbagi informasi kepada konsumen lain pada akun UMKM di media sosial.*
	Trendiness (Cheung et al., 2020; Kim & Ko, 2012)
TRD1	I find up-to-date information on MSME accounts on social media. *Saya menemukan konten terbaru pada akun UMKM di media sosial.*
TRD2	I get trendy information on MSME accounts on social media. *Saya menemukan konten trendi pada akun UMKM di media sosial.*
TRD3	I think MSME accounts on social media are giving actual information. *Menurut saya akun UMKM di media sosial memberikan informasi yang aktual.*
TRD4	I think MSME accounts on social media make me trendy. *Menurut saya akun UMKM di media sosial membuat saya trendi.*
	Purchase decision (Gupta et al., 2022; Kim & Ko, 2012; Mishra, 2019)
PDC1	I commit to buy this MSME product. *Saya berkomitmen untuk membeli produk UMKM ini.*
PDC2	I will buy this MSME product. *Saya akan membeli produk UMKM ini.*
PDC3	I consider to buy this MSME product *Saya mempertimbangkan untuk membeli produk UMKM ini.*
PDC4	I choose to buy this MSME product. *Saya memilih untuk membeli produk UMKM ini.*

Source: Compiled by the author (2024)

Hypotheses development

The relationship between entertainment and purchase decision

Gallaugher & Ransbotham (2010) define entertainment in social media as the extent to which content provides customers with fascinating, thrilling, and humorous information. Businesses create entertainment in social media by crafting engaging consumer experiences through images, videos, and interactive games (Cheung et al., 2020). Agichtein et al. (2008) suggest that the entertaining aspect of social media marketing emerges when businesses create experiences perceived as enjoyable or exciting by consumers. According to Seo & Park (2018), the entertainment aspect of social media marketing plays a crucial role in fostering consumer relationships, enhancing brand awareness, and influencing purchase intentions, as it provides cheerful and enjoyable experiences.

Studies by Muntinga et al. (2011) and Park et al. (2009) underscore that entertainment is a potent motivator for consumer engagement on social media, increasing interaction with businesses and influencing purchase decisions. Activities such as gaming, video sharing, and contests enhance customer enjoyment on social media platforms, thereby stimulating purchase intentions (Ashley & Tuten, 2015; Manthiou et al., 2013). Furthermore, when consumers find marketing content entertaining on social media, it increases their recall of related products or brands, thereby enhancing potential purchasing decisions (Aljuhmani et al., 2023; Russell-Bennett et al., 2007). Content that entertains consumers also fosters closer engagement with the product, stimulating interest and purchase intent (Harrigan et al., 2017; Mishra, 2019; Yoshida et al., 2018).

H1: Entertainment has a positive effect on purchase decisions

The relationship between customization and purchase decision

Customization in social media marketing refers to activities that tailor content to meet specific consumer preferences (Godey et al., 2016). This involves presenting product or brand information that aligns with consumer interests, such as pricing details, product qualities, and features (Cheung et al., 2020). Customized marketing content on social media can provide unique value propositions tailored to specific consumer segments (Zhu & Chen, 2015). Rohm et al. (2013) emphasize that personalized brand communications on social media can enhance consumer engagement by delivering relevant information aligned with individual needs, thereby influencing purchase decisions.

Kim & Ko (2012) highlight that personalized services through social media facilitate easier access to information, increasing consumers' confidence in their purchase decisions (Aljuhmani et al., 2023). Customizing marketing content allows consumers to gather necessary information before making a purchasing decision (Mishra, 2019; Yoshida et al., 2018). This information reassures consumers and reinforces their decision-making process.

H2: Customization has a positive effect on purchase decision

The relationship between interaction and purchase decision

Interaction in social media marketing refers to the ability for two-way communication and the creation of shared spaces on social media platforms (Dessart et al., 2015). It enables consumers to engage in discussions about specific products or brands (Kim & Ko, 2012). Social media interactions encompass conversations about news, sharing user experiences, and disseminating new product information. These interactions also encourage consumers to generate brand-related content, known as user-generated content, which enhances brand affinity and increases purchase intentions (Fischer & Reuber, 2011; Hajli, 2015).

Facilitating consumer-generated content relevant to target markets on social media stimulates discussions and fosters positive consumer-brand relationships (Manthiou et al., 2016). Zhu & Chen (2015) argue that integrating interactivity into social media marketing content effectively

engages consumers in product purchasing processes. Such interactions enable consumers to directly evaluate products among themselves and with sellers, with positive evaluations bolstering consumer confidence in making purchasing decisions (Harrigan et al., 2017; Mishra, 2019; Zhu & Chen, 2015).

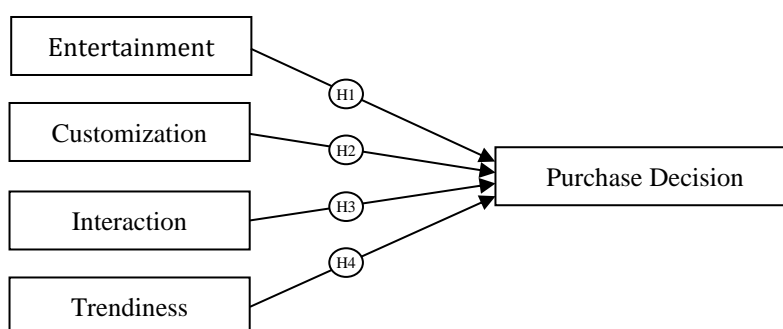*H3: Interaction has a positive effect on purchase decisions*

The relationship between trendiness and purchase decision

Trendiness in social media marketing pertains to how effectively a brand communicates current, fashionable, and pertinent information (Naaman et al., 2011). Modern consumers increasingly rely on social media to access product-related information over traditional channels (Ashley & Tuten, 2015). By regularly updating accurate and current information on social media, businesses can enhance consumer value by reducing their effort in seeking information (Laroche et al., 2013).

Trendiness involves updating brand-related information, product reviews, and innovative brand concepts generated by both businesses and consumers. These updates contribute to increased consumer awareness, trust, loyalty, and ultimately influence purchase decisions. By consistently uploading up-to-date content, businesses can enhance product recall among consumers, thereby increasing the likelihood of purchasing products (Aljuhmani et al., 2023; Mishra, 2019).

H4: Trendiness has a positive effect on purchase decisions

Figure 1. Research framework

Source: Developed by the author (2024)

RESULT AND DISCUSSION

Instrument test

When evaluating instrument validity, it is crucial that outer loading values exceed 0.70 (Hair et al., 2014). In this study, 17 out of 19 items were deemed valid based on this criterion. However, two items, ENT4 and PDC2, did not meet the threshold, with loading values below 0.70. Consequently, these items were excluded from subsequent analyses.

Table 2. Instrument test (validity and reliability test)

Variable	Item	Loading	AVE	Cronbach's α	Composite reliability
Entertainment	ENT1	0.856	0.729	0.816	0.890
	ENT2	0.834			

	ENT3	0.871			
Customization	CUS1	0.857	0.795	0.873	0.921
	CUS2	0.888			
	CUS3	0.928			
Interaction	INT1	0.767	0.698	0.855	0.902
	INT2	0.872			
	INT3	0.860			
	INT4	0.839			
Trendiness	TRD1	0.874	0.702	0.860	0.903
	TRD2	0.890			
	TRD3	0.856			
	TRD4	0.719			
Purchase decision	PDC1	0.822	0.744	0.827	0.897
	PDC3	0.881			
	PDC4	0.883			

Source: Processed data (2024)

The reliability of the research instrument was assessed using Cronbach's Alpha and Composite Reliability, with values exceeding 0.7 indicating good reliability (Hair et al., 2014). The entertainment variable demonstrated a Cronbach's alpha of 0.816 and a composite reliability of 0.890. Similarly, the customization variable had a Cronbach's alpha of 0.873 and a composite reliability of 0.921, while the interaction variable showed a Cronbach's alpha of 0.855 and a composite reliability of 0.902. Additionally, the trendiness variable exhibited a Cronbach's alpha of 0.860 and a composite reliability of 0.903. Finally, the purchase decision variable had a Cronbach's alpha of 0.744 and a composite reliability of 0.897. All variables in Table 2 surpassed the threshold values for Cronbach's Alpha and Composite Reliability (> 0.7), indicating high reliability.

Table 2. Discriminant validity test using Heterotrait-Monotrait Ratio of Correlations (HTMT)

	ENT	CUS	INT	TRD	PDC
ENT					
CUS	0.662				
INT	0.504	0.579			
TRD	0.595	0.616	0.537		
PDC	0.374	0.419	0.458	0.385	

Source: Processed data (2024)

Convergent and discriminant validity were assessed in this study. Table 1 shows that all components exceeded the minimum threshold of 0.50 for average variance extracted (AVE), indicating strong convergent validity (Hair et al., 2014). Specifically, the entertainment variable had an AVE score of 0.729, customization scored 0.795, interaction scored 0.698, trendiness scored 0.702, and purchase decision scored 0.744.

Discriminant validity was evaluated using the heterotrait-monotrait ratio of correlations (HTMT) method (Hair et al., 2014). Each correlation should be less than 0.85 to confirm discriminant validity. From Table 2, the HTMT values met this criterion, affirming a high level of discriminant validity across the constructs.

Goodness of fit test

This study also evaluated the goodness of fit of the research framework using R Square, Standardized Root Mean Square Residual (SRMR), and the Normed Fit Index (NFI). According to Hair et al. (2014), a good fit is indicated by an SRMR value of less than 0.10 and an NFI value close to one. Table 3 demonstrates that all model fit evaluation scores (SRMR and NFI) in this study met these criteria.

Additionally, the R Square value in this study is 0.206, indicating that the purchase decision variable is explained by entertainment, customization, interaction, and trendiness by 20.6%. The remaining 79.4% variance in the purchase decision variable is attributed to other factors not examined in this study.

Table 3. Goodness of fit test

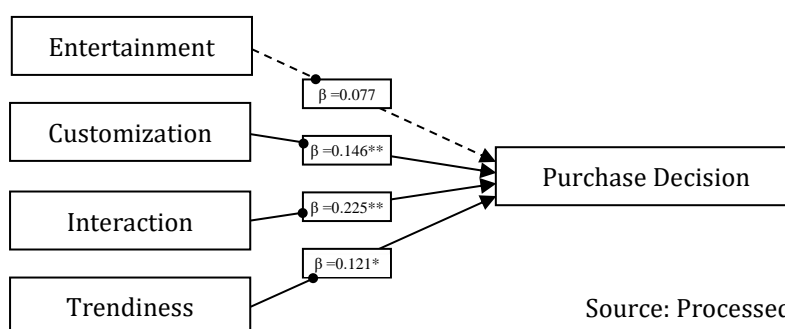|	Value
R Square	0.206
Standardized root mean square of residual (SRMR)	0.061
Normed fit Index (NFI)	0.814

Source: Processed data (2024)

Hypotheses testing

Table 4. Hypotheses testing results

	Hypothesis	**Path Coefficient (β)**	**P-Value**	**T-Statistic**	**Decision**
H1	Entertainment → Purchase Decision	0.077	0.200	0.894	Rejected
H2	Customization → Purchase Decision	0.146	0.043	1.686	Accepted
H3	Interaction → Purchase Decision	0.225	0.004	2.713	Accepted
H4	Trendiness → Purchase Decision	0.121	0.070	1.479	Accepted

Source: Processed data (2024)

Figure 2. Hypotheses testing results

Source: Processed data (2024)

*Note: Significant effects at **p-value <0.05 and *p-value <0.10. The dashed line shows insignificant effects*

Hypothesis testing was conducted using SmartPLS 3.2 (Ringle et al., 2015). PLS bootstrapping results indicated that three path coefficients were statistically significant, while one was not. Specifically, the test results supported hypotheses H2 (p-value < 0.05), H3 (p-value < 0.05), and

H4 (p-value < 0.10), indicating that customization and interaction positively influence purchase decisions at the 5% level of significance. Additionally, trendiness positively affects purchase decisions at the 10% level of significance.

In contrast, hypothesis H1 was rejected, suggesting that entertainment does not have a significant effect on purchase decisions. Figure 2 illustrates the results of the hypothesis testing.

Discussion

The effect of entertainment on purchase decision

The findings of hypothesis testing indicate that H1 is rejected, with a β value of 0.077 and a p-value of 0.200, indicating that entertainment does not significantly influence purchase decisions at the 5% or 10% levels. This contrasts with previous research by Aljuhmani et al. (2023), Harrigan et al. (2017), Russell-Bennett et al. (2007), and Yoshida et al. (2018), which found that entertainment in social media marketing enhances consumer purchasing loyalty.

In this study, entertainment is effective in capturing consumer attention and engagement with marketing content but does not translate into increased purchase decisions. The entertaining nature of content typically does not provide direct product-related information, which may explain its limited impact on purchasing decisions. Entertainment content in social media often serves as a form of soft selling, aimed more at increasing brand awareness and recognition rather than directly driving purchases.

However, it remains important for MSMEs to consider incorporating entertaining content in their social media marketing strategies. Future research could explore additional mediating variables, such as online consumer engagement (Cheung et al., 2020; Liu et al., 2021; Mishra, 2019), to further elucidate the dynamics between entertainment, engagement, and purchase behaviors.

The effect of costumization on purchase decision

The findings of hypothesis testing indicate that H2 is accepted, with a β value of 0.146 and a p-value of 0.043, demonstrating a significant effect at the 5% level. This study confirms that customization has a positive and significant impact on purchasing decisions. This aligns with previous research by Aljuhmani et al. (2023), Harrigan et al. (2017), Russell-Bennett et al. (2007), and Yoshida et al. (2018), which found that customization in social media marketing enhances consumer purchasing loyalty.

Customization involves tailoring content to meet specific customer demands, ensuring consumers receive the information they seek and increasing their likelihood of making purchase decisions. Therefore, MSMEs should prioritize providing essential information through their social media channels. Marketing content customization involves creating posts, videos, and articles that address consumer needs and preferences (Aljuhmani et al., 2023; Harrigan et al., 2017; Russell-Bennett et al., 2007; Yoshida et al., 2018).

The findings of this study underscore that customization of marketing content on social media empowers consumers by providing them with necessary information, thereby reinforcing their confidence in their purchasing decisions.

The effect of interaction on purchase decision

The results of hypothesis testing indicate that H3 is accepted, with a β value of 0.225 and a significance value (p-value) of 0.004, demonstrating a significant effect at the 5% level. This study confirms that interaction has a positive and significant impact on purchase decisions. These findings are consistent with previous research by Aljuhmani et al. (2023), Harrigan et al. (2017), Russell-Bennett et al. (2007), and Yoshida et al. (2018), which highlighted the influence of interaction in social media marketing on consumer purchasing loyalty.

The study reveals that interaction exerts a stronger influence compared to customization and trendiness. Therefore, fostering interaction is crucial in social media marketing activities for MSMEs. MSMEs should facilitate opportunities for consumer interaction, ensuring consumers can engage directly with sellers or other customers. This research underscores that interaction enables consumers to share information and evaluate products, thereby facilitating informed purchasing decisions.

To leverage interaction effectively, MSMEs can integrate interactive elements such as photos, videos, product discussions, polls, giveaways, and more in their social media marketing content. Engaging with consumers through interactive content encourages them to consider and ultimately purchase products (Aljuhmani et al., 2023; Harrigan et al., 2017; Russell-Bennett et al., 2007; Yoshida et al., 2018).

The effect of trendiness on purchase decision

The results of hypothesis testing show that H4 is accepted, with a β value of 0.121 and a significance value of 0.070 (significant at the 10 percent level). Therefore, this study confirms that trendiness has a positive and significant effect on purchase decisions. These findings are consistent with research by Aljuhmani et al. (2023), Harrigan et al. (2017), Russell-Bennett et al. (2007), and Yoshida et al. (2018), which demonstrate that the novelty and relevance of information in social media marketing influence consumer purchasing behavior.

The study highlights that consumers are influenced by up-to-date and relevant content on social media, which provides them with the latest information about products and brands, thereby increasing their likelihood of making purchase decisions. MSMEs should prioritize consistently updating their content to capitalize on this effect. Gallaugher & Ransbotham (2010) suggest that consumers are motivated to engage with current brand information on social media to stay informed about innovations and brand trends. The continuous provision of unique and timely product-related information by MSMEs encourages consumers to purchase these items (Aljuhmani et al., 2023; Harrigan et al., 2017; Russell-Bennett et al., 2007; Yoshida et al., 2018).

CONCLUSION

This study aims to examine and analyze the effect of social media marketing dimensions—entertainment, customization, interaction, and trendiness—on purchase decisions. Firstly, the study concludes that entertainment does not significantly affect purchasing decisions. While entertaining content can engage consumers and prompt them to read information (Cheung, Pires, & Rosenberger, 2020), it does not directly influence purchasing behavior.

Secondly, the study finds that customization positively impacts purchasing decisions. Consumers are more likely to make informed purchasing decisions when they receive tailored information that meets their specific needs. Thirdly, the study demonstrates that interaction has a favorable influence on purchase decisions. Interaction fosters consumer engagement with MSMEs on social media platforms, encouraging active participation and trust. Lastly, the study confirms that trendiness positively affects purchasing decisions. Providing consumers with timely and relevant information about products helps them stay informed and supports their decision-making process.

In practical terms, when utilizing social media for marketing, MSMEs should prioritize these four dimensions: entertainment, customization, interaction, and trendiness (Kim & Ko, 2012; Liu et al., 2019). While entertainment alone may not drive purchases, it remains important for engaging consumers. Meanwhile, customization, interaction, and trendiness are crucial dimensions that significantly influence purchasing decisions and should be emphasized by MSMEs.

For future research, exploring the effects of social media marketing on other outcomes such as repurchase intention, brand trust, and brand awareness among MSMEs would be valuable. Additionally, further investigation into mediating variables could provide deeper insights into

why entertainment does not directly impact purchasing decisions. Research extending beyond MSMEs to larger companies could also broaden understanding in this field.

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