

The Influence of Digital Marketing and Influencers On Purchase Intention in E-Commerce Through Customer Online Reviews

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Abstract: In today's digital era, companies are increasingly implementing digital marketing strategies to reach a wider market. One strategy is utilizing e-commerce platforms supported by digital marketing and the role of social media influencers. To analyze the influence of digital marketing and social media influences on consumer purchase intentions in e-commerce, by considering the mediating role of customer online reviews through the SOR (Stimulus-Organism-Response) framework approach. Data were collected by distributing questionnaires to 384 e-commerce user respondents in Batam City and analyzed using SMARTPLS software. Digital marketing significantly influences online customer reviews, and online customer reviews significantly influence purchase intention. However, social media influences did not show a significant influence on online customer reviews. Furthermore, there was a significant mediating effect of online customer reviews on the relationship between digital marketing and purchase intention, but no mediating effect of social media influences was found. Customer online reviews play a vital role as a mediator in connecting digital marketing with consumer purchasing intentions. Integrating the SOR framework to understand the dynamics of the influence of digital marketing strategies on consumer behavior on e-commerce platforms, especially in the local context of Batam City.

Keywords: Digital marketing, social media influencer, customer online review, purchase intention, e-commerce.

1. Introduction

In the era of globalization and technological advancement, the business world is experiencing significant transformation (Satdiah, Siska, and Indra 2023). These changes cover various aspects, including how companies market products and interact with consumers, through the internet and social media (Satdiah et al. 2023). This change has created positive value for entrepreneurs in various industries, supported by the presence of electronic commerce (e-commerce) (Satdiah et al. 2023). The presence of e-commerce is aimed at fulfilling the demands and needs of the community for easy and practical transactions and trading activities, without having to visit a bank or transact with large amounts of cash which is high risk (Satdiah et al. 2023). As an innovation in responding to this, many financing companies are developing services that are available online on the internet (Sasono et al 2021). According to the data presented on the site Bps.go.id (2022). There has been a significant development in the use of e-commerce over time, with e-commerce transactions reaching USD 3.5 trillion, and predicted to reach USD 6.5 trillion by the end of 2022 in 2023. This is because the majority of people already trust e-commerce as a reliable, secure, and low-risk solution for transaction and trading activities. Even in Indonesia itself, there are more than 50 online companies that offer online services, the 10 leading e-commerce companies in Indonesia include Tokopedia, Shopee, Bukalapak, Lazada, JD.ID, Blibli, and Bhinneka. Digital

marketing plays a key role in increasing product visibility and brand interaction with consumers, ultimately driving positive online reviews and enhancing purchase intention (Hasan et al., 2023).

E-Commerce successfully achieved a significant increase in transaction value from year to year. This has led to increasingly intense competition within the e-commerce industry (Satdiah et al. 2023). Therefore, companies will tend to continue to focus on improving service quality and promotions, such as through online advertising and other customer-driven promotions. E-commerce seeks to increase flexibility, reliability, capacity, access, and optimize user data security to enhance user satisfaction and trust, and prevent switching to competitors' services (Lou and Yuan, 2019). The increasing use of e-commerce has resulted in many business actors, both small, micro and medium scale, adopting a marketing strategy called digital marketing (Oryza and Nilowardono 2022). Digital marketing marked to have a significant effect on customer online reviews and purchase intentions (Will and Testament, 2022). By increasing product visibility through SEO and online advertising, it can enable more consumers to see and engage with the brand (Wilis and Faik 2022). These interactions, facilitated by social media and email marketing, can increase customer satisfaction while encouraging positive reviews (Habib et al 2022). This research is based on previous research conducted by ((Abdi 2022) which discusses the influence of digital marketing on purchase intention through brand equity moderation. The research results revealed that digital marketing, moderated by brand equity, had a significant effect on purchase intention. However, the study did not use the mediating variable of customer online reviews. Furthermore, research by ((Abdi 2022). This study, which examines the influence of digital marketing and social media influences on purchase intention through online customer reviews, discusses similar research variables but uses a different research object: fashion products on Instagram. This study, however, focuses on e-commerce companies.

2. Method

Research Object

The object of this research is e-commerce users. The research population is the community in Batam City who use e-commerce, with the sample intended for customers who have previously made purchases on e-commerce platforms. In this context, the sample size in this study is in accordance with Krejcie and Morgan's theory, namely as a method used to determine sample size, only when the research aims to estimate the proportion of the population. Because the population of Batam City is 1.26 million people (BPS.go.id 2025). the researcher assumed that the number of people in Batam who use e-commerce is close to 1 million. Therefore, the researcher concluded that based on the Krejcie and Morgan Table, for a population of 1 million, the appropriate sample size is 384. Therefore, the researcher distributed a survey questionnaire to 384 customers who had previously made purchases on e-commerce. The data collection technique in this study used a questionnaire. A questionnaire is a data collection method that involves distributing a list of questions to respondents. In this study, questions were asked using a 1-5 Likert scale, ranging from "strongly disagree" to "strongly agree" regarding each of the variables studied (Sugiyono, 2020). This research was tested using SEM-PLS software, a structural equation model. SEM-PLS is a statistical program designed to test causal models. SEM is used to compile and identify the effects of structural modeling. Meanwhile, PLS is a technical program based on regression to construct models based on the assumption of distribution-free research (Hair et al 2019).

3. Results

Research Sample

Based on a survey conducted by 384 respondents within a month, all items were declared valid, resulting in 384 data that could be used in conducting this research, where further provisions are stated as follows:

Descriptive Statistics

The researchers also described the 384 respondents as follows. In this case, based on gender, respondents consisted of 193 men (50.3%) and 191 women (49.7%), showing an almost balanced distribution. Judging from age, the majority of respondents were in the 26–30 years range (40.6%), followed by the 21–25 years age group (31.5%), 17–20 years (22.1%), and only 5.7% were aged 31–50 years. For the last education, the majority of respondents were Bachelor (S1) graduates as much as 49%, followed by high school/vocational school graduates (44%), Diploma D3 (4.4%), and Masters (2.6%). In terms of occupation, half of the respondents were workers (50%), while the rest consisted of students (35.4%), self-employed (8.9%), and students (5.7%). Respondents' main sources of income came from work (46.7%), parents (38.2%), and personal business (15.2%). Most of the respondents' monthly income is in the range of IDR 5,000,000 – IDR 10,000,000 (38.2%), followed by incomes of less than IDR 5,000,000 (35.2%), and IDR 10,000,001 – IDR 30,000,000 (21.2%), while only a small portion earns more than IDR 30,000,000. In terms of e-commerce usage, Shopee is the most widely used platform (40.6%), followed by Lazada (26.1%), Tokopedia (18.2%), Bukalapak (12.1%), and Blibli (3%). Most respondents make e-commerce product purchases 3–5 times a month (47.9%), while those who buy more than 10 times are only 3%. In terms of spending, most respondents spent between Rp100,000 and Rp300,000 (43.6%) and Rp300,001 and Rp1,000,000 (40.6%) per month on online shopping, while only a few spent more than Rp5,000,000. This data reflects quite active online shopping behavior, especially among those of productive age with middle incomes.

This path coefficient test is used to identify the direct effect of independent and dependent variables without a mediator. The correlation between the variables can be indicated by the obtained t-statistic and p-value.

The test results above represent that digital marketing has a significant effect on customer online reviews. This is evidenced by the calculated T-value of 4.917 and a p-value of 0.000. Social media influencers do not significantly influence customer online reviews. This is evidenced by the calculated T-value of 1.286 and a p-value of 0.840. Customer online reviews significantly influence purchase intention. This is evidenced by the calculated T-value of 2.195 and a p-value of 0.025'. The indirect effect test is used to identify the direct effect of independent and dependent variables through a mediator. The correlation between the variables can be indicated by the t-statistic and p-values.

The test results above demonstrate that online customer reviews mediate the influence of digital marketing on purchase intention. This is evidenced by the calculated T-value of 6.018 and the p-value of 0.000. However, the researchers found that online customer reviews did not mediate the influence of social media influences on purchase intentions.

Based on the findings in the table above, the adjusted R-Square for customer online reviews is 0.648, indicating that the independent variables can explain 64.8% of the mediating variable for customer online reviews. Meanwhile, the adjusted R-Square for purchase intention is 0.704, meaning that 70.4% of purchase intention is influenced by these research variables, while the remaining 29.6% is influenced by other variables not yet discussed.

The quality index is used to assess the effectiveness of the research model implemented by the researcher. In testing using SMART PLS, one of the indices applied is goodness of fit, in accordance with the theory. Hair Goodness of fit is the comparison between the specified model and the covariance matrix between indicators or observed values. A goodness of fit value is considered low if it is greater than 0.10, moderate if it is greater than 0.25, and high if it is greater than 0.36. Based on the Goodness of Fit calculation in this study, 0.703 indicates that the quality is in the high category.

4. Discussion

Digital Marketing has a significant influence on Customer Online Reviews

The results of this study found that digital marketing has a significant influence on customer online reviews. This is evidenced by the calculated T-value of 4.917 and a p-value of 0.000. This aligns with research conducted by (Wilis & Faik, 2022). That by increasing product visibility through SEO and online advertising, it can enable more consumers to see and carry out interaction activities with the brand. This interaction, which is facilitated by social

media and email marketing, can increase customer satisfaction while encouraging positive reviews (Habib et al., 2022). Thus, H1 is accepted. Social Media Influencer influence on Customer Online Reviews

The results of this study found that social media influencers did not significantly influence online customer reviews. This is evidenced by the calculated T-value of 1.286 and the p-value of 0.840. This does not support the results of the study conducted by (Lou & Yuan, 2019; Weismuller et al., 2022). Which suggests that social media influencers can bring the ability to build new trust and credibility among their followers, so that when influencers recommend products on their social media accounts, their influence can encourage their followers to try and purchase the product (Jasfar and Hasan 2025). This research is also inconsistent with research (Made et al., 2023; Wilis & Faik, 2022). Which states that reviews provided by influencers are often perceived as more authentic and can influence consumer perceptions, leading to an increase in positive reviews from other customers. Social media marketing significantly enhances brand image, which in turn positively influences behavioral intention, highlighting the critical role of digital platforms in shaping consumer decisions (Lady & Jusvenny, 2021). Thus, H2 is rejected

Digital Marketing influence on Purchase Intention On E-commerce

The results of this study found that digital marketing has a significant influence on purchase intentions..This is proven by the T count of 5.050 and the p value of 0.000. The results of this study prove the research findings by (Nawaz and Kaldeen, 2020; Yen et al., 2022). Which reveals that digital marketing, as a form of marketing tactic and strategy utilizing online digital content, can be a significant factor influencing purchasing decisions. Furthermore, the content published by businesses can create a positive image that maximizes consumer trust by increasing customer purchase intentions (Alwan and Ashurideh, 2022; Khan et al., 2020). Thus, H3 is accepted.

Social Media Influencer on Purchase Intention On E-commerce

The results of this study found that social media influencers have a significant influence on purchase intentions..This is proven by the T count of 3.029 and the p value of 0.002. The results of this study prove the findings (Dastane, 2020; Lee and Ha, 2020). Which states that social media influencer which can form online reviews from customers, can also increase purchasing intentions (Masuda et al., 2022). Content shared by influencers, such as unboxings or testimonials, by forming a service that is more personal and relevant to the needs of users, thus encouraging interaction and discussion on social media platforms. This can not only increase brand awareness seen in the increase in positive reviews from customers, but also facilitate the exchange of information that can contribute to increased purchase intentions (Saima and Khan, 2020; Lou and Yuan, 2019). Thus, H4 is accepted.

Customer Online Review influence on Purchase Intention

The results of this study found that online customer reviews significantly influence purchase intention. This is evidenced by the calculated T-value of 2.195 and the p-value of 0.025. This is in line with research conducted by (Habib et al., 2022; Oryza & Nilowardono, 2022). Positive reviews can increase consumer trust and confidence in a product, while negative reviews can decrease purchase intention. Furthermore, high levels of interaction and engagement on social media platforms, such as comments and experience sharing, can amplify the influence of these reviews (Wasiat & Bertuah, 2022; Khan et al., 2020). Thus, H5 is accepted.

5. Conclusion

Based on the research findings, researchers concluded that digital marketing significantly impacts online consumer reviews. Meanwhile, online consumer reviews significantly impact purchase intention. However, social media influences did not significantly impact online consumer reviews. Furthermore, researchers demonstrated a significant mediating effect of online consumer reviews on the relationship between digital marketing and purchase intention, but not social media influencers among e-commerce users in Batam City.

Limitations and Suggestions

This study is not without limitations, as it was conducted specifically on e-commerce users in Batam City as its research subjects, involving a specific geographic location, which may influence the level of variation in the results. Furthermore, this study was conducted over a relatively short period of time, between 1-2 months, and distributed

to 384 respondents, which may influence the generalizability of the results. Therefore, it is recommended that future research examine factors that may influence purchase intention by modifying the research variables, or by applying a different theoretical framework in addition to the SOR model, to be able to demonstrate the influence of other determinant variables in constructing specific purchase intentions. Future research can also distribute survey questionnaires to target demographics and respondent characteristics from various research objects or locations to increase the research's generalizability.

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