



## JURNAL EKONOMI DAN BISNIS

Journal homepage: [www.ejournal.uksw.edu/jeb](http://www.ejournal.uksw.edu/jeb)

ISSN 1979-6471 E-ISSN 2528-0147

**Intention to buy, interactive marketing, and online purchase decisions****Yusepaldo Pasharibu<sup>a\*</sup>, Jessica Aprilia Soerijanto<sup>b</sup>, Ferry Jie<sup>c</sup>**<sup>a</sup> *Fakultas Ekonomika dan Bisnis, Universitas Kristen Satya Wacana, Salatiga, Indonesia;*  
[yusepaldo.pasharibu@uksw.edu](mailto:yusepaldo.pasharibu@uksw.edu)\*<sup>b</sup> *Fakultas Ekonomika dan Bisnis, Universitas Kristen Satya Wacana, Salatiga, Indonesia;*  
[212013032@student.uksw.edu](mailto:212013032@student.uksw.edu)<sup>c</sup> *School of Business and Law, Edith Cowan University, Joondalup, Australia;* [f.jie@ecu.edu.au](mailto:f.jie@ecu.edu.au)

## ARTICLE INFO

**Article History:**

Received 30-03-2020

Revised 02-09-2020

Accepted 28-09-2020

**Kata Kunci:**

Keputusan membeli, niat membeli, pemasaran interaktif, toko online

**Keywords:**

Purchase decisions, intention to buy, interactive marketing, online shop

## ABSTRAK

Era digital mengubah aktivitas pemasaran dan perilaku konsumen, khususnya dari transaksi yang bersifat konvensional menjadi digitalisasi dalam online marketplace. Sebelum konsumen memutuskan untuk melakukan pembelian, ada tahapan di mana mereka memiliki kebutuhan dan keinginan untuk memilih, memiliki, dan menggunakan produk tertentu yang disebut sebagai niat beli. Namun, niat dalam berbelanja semata, khususnya dalam transaksi online, belum tentu mendorong seseorang untuk melakukan pembelian. Faktor kepercayaan dalam transaksi online, yang dapat dibangun dengan membangun hubungan yang baik dengan konsumen melalui pemasaran interaktif juga disinyalir menjadi faktor pendukung lain. Penelitian ini menguji pengaruh minat membeli terhadap keputusan pembelian konsumen, yang dimoderasi oleh pemasaran interaktif di salah satu online marketplace Indonesia, yaitu Sale-Stock. Data diperoleh dari 200 responden dengan menggunakan teknik purposive sampling melalui kuesioner yang didistribusikan melalui media sosial dengan menggunakan Google Form. Hasil penelitian yang dianalisis menggunakan teknik regresi berganda menunjukkan bahwa niat beli dan pemasaran interaktif baik secara parsial dan simultan secara signifikan berpengaruh terhadap keputusan pembelian. Lebih lanjut lagi, pemasaran interaktif dikenal sebagai moderator prediktor dalam model penelitian ini.

## ABSTRACT

The digital era changes marketing activities and consumer behavior, particularly by changing conventional transactions into digitalized ones through online marketplaces. Before consumers make purchase decisions, they usually experience a phase in which they have needs and desires to choose, have, and use certain products. This phase is commonly known as intention to buy. However,

intention to buy alone is insufficient in encouraging ones to make purchase decisions, especially in the online shopping environment. In this respect, the trust factor in online transactions that is established by maintaining good relationships with consumers through interactive marketing also likely explains online purchase decisions. Consequently, this study tests the effect of intention to buy on online purchase decisions as moderated by interactive marketing at an online marketplace in Indonesia, namely Sale-Stock. Data are generated from 200 respondents with the purposive sampling technique by distributing the questionnaires in Google Form through social media. Data are then analyzed with the multiple regression technique. The results show that intention to buy and interactive marketing affect online purchase decisions, both individually and simultaneously. Further, interactive marketing does not moderate the relationship between intention to buy and online purchase decisions.

## INTRODUCTION

The digital era changes marketing activities and consumer behavior, particularly by changing conventional transactions into digitalized ones to achieve business sustainability. Ijaz et al. (2016) support this argument, suggesting that virtual stores, such as online markets, play an essential role in expanding retail businesses' success. The shift is facilitated by the internet that enables economic actors to operate globally (Laer & Aelst, 2010). Particularly, the internet also improves the functions of electronic markets in realizing business intelligence, such as big data analysis to analyze consumers' loyalty, purchasing power, and demand (Fu et al., 2020). Moreover, the Indonesian Internet Service Providers Association explains that there were 143.26 million internet users out of 262 million Indonesian citizens in Indonesians (APJII, 2017). As proposed by Liao & Cheung (2001), more internet users will increase the number of e-commerce activities. Furthermore, according to a survey conducted by APJII (2017), the commercial uses of the internet mostly aim to engage in online transactions (49.2 percent) and other business-related activities, such as finding price information (45.14 percent) and purchasing information (37.82 percent), followed by work-related matters, job-seeking activities, and banking transactions (41.04 percent, 16.19 percent, and 17.04 percent, respectively).

Consumers exhibit buying intentions before making purchase decisions (Kotler & Keller, 2012). After consumers reinforce their intentions to buy products, they will decide to buy the intended products. Consequently, several studies demonstrate that intention to buy significantly affects purchase decisions (Nurvidiana et al., 2015; Putra et al., 2016; Septifani et al., 2014). However, in the online shopping context, intention alone is insufficient to encourage buying because consumers cannot directly touch or observe the products as in the offline setting. Moreover, frequent fraud cases in online transactions discourage further potential consumers from

engaging in online shopping. In this respect, sellers can build trust in online environments through various means, including establishing good relationships with their consumers through interactive online marketing. Interactive marketing refers to online activities and programs that involve consumers to enhance their awareness, improve product image, or increase product or service sales (Kotler & Keller, 2012). Accordingly, Nizam & Jaafar (2018); Stone & Woodcock (2014) propose that interactive marketing influences purchase decisions because it enables companies and consumers to communicate more intensely and gain a better mutual understanding. Hence, interactive marketing is a variable that arguably affects purchase decisions.

Furthermore, interactivity through informativeness and playfulness also likely affects purchase decisions in distinct ways (Kang et al., 2020). More specifically, interactions with consumers in the digital business platforms that offer some associated activities can boost their loyalties (Rangaswamy et al., 2020). This study uses interactive marketing as the moderating variable of the association between intention to buy and purchase decisions in online stores. The interactivity offered by sellers to their customers will arguably protect consumers and significantly increase consumers' trust, thus motivating them to make online shopping decisions (Buettner, 2020). This argument implies that interactive marketing is likely the moderating variable of the association between intention to buy and decisions. It encourages ones to realize their buying intentions into purchase decisions. In line with this statement, Adetunji et al. (2018) argue that interactive marketing allows marketers to gain interactive relationships with their consumers and brands. In other words, besides as an independent variable, interactive marketing likely moderates the association between intention to buy and purchase decisions by convincing consumers to buy products or brands. However, prior literature largely analyzes interactive marketing as the determinant of purchase decisions. Thus, this paper aims to fill in the gap by investigating the moderating role of interactive marketing on the association between intention to buy and purchase decisions.

In this regard, this study selects an online store named Sale-Stock as the research object. This company designs, produces, and sells its fashion products. Besides having social media to communicate with consumers, Sale-Stock also relies on supporting applications to 'touch' its consumers, such as live chat on its website and mobile app. Sale-Stock's marketing communication is in line with Petit et al. (2019) who suggest that online interactions, including various virtual and augmented solutions as interactive marketing engagement, will motivate people to purchase or consume. Moreover, although Sale-Stock is relatively young (it was established in 2014), it is very popular in social media. For example, it already had 2,485,015 likers on its Facebook page, 1,074,484 adders on its Line, more than 256,000 Instagram followers, and 14,490 Twitter followers in 2017 (Sale-Stock, 2017). Hence, Sale-Stock manages to beat older online stores in the fashion industry such as Belowcepek (founded in 2011) and Pink-Emma (established in 2012) in terms of social media

popularity. Thus, this paper seeks to analyze the effect of intention to buy on consumers' purchase decisions and the role of interactive marketing in moderating the association at Sale-Stock online fashion store. By positioning interactive marketing as the moderating variable, this study contributes to the literature in purchase decisions by expanding prior studies that largely use interactive marketing as the independent variable.

## **LITERATURE REVIEW**

### **Online shopping**

Online business or commerce refers to the use of the electronic platforms for taking customer orders, receiving inputs, making payments, providing customer services, collecting marketing information, and engaging in marketing and promotional activities (Goyal et al., 2019). In this regard, online shopping can be defined as a segment of the e-commerce chain that creates product values or final services (Kuceba et al., 2019). Online shopping enables consumers to place their orders for certain products into cloud service centers in their local languages (Khan et al., 2016). Moreover, this medium enhances communication and improves product values, quality, attractiveness, and customer satisfaction by delivering products to consumers more conveniently (Dixena & Engineering, 2018).

### **Purchase Decision**

Schiffman & Kanuk (2014) define purchase decisions as an act of selecting two or more available choices. Meanwhile, according to Adilang (2014), purchase decisions refer to buying behaviors where consumers decide to purchase or utilize certain products or services. Consumers' attitudes that form their subjective norms directly affect their purchase decisions (Truong, 2018). Furthermore, (2007) argue that purchase decisions represent consumers' robust self-confidence or beliefs that they make correct buying decisions. Purchase decisions include several product evaluation processes by analyzing information received from any platform, including peer consumers (Lu et al., 2014). In line with that statement, Zhang et al. (2014) suggest that consumers seek both attribute-value and recommendation information when making purchase decisions.

Additionally, Swastha (2002) defines purchase decisions as real actions consisting of several elements, including gathering information about product types, brand, price, quality, payment time, and methods of payment. Hence, scholars use these indicators, including product variety, model, price affordability, product quality, purchase frequency, and payment methods, to measure the purchase decision variable. These actions will enable consumers to generate better product knowledge, leading to higher satisfaction when making online purchase decisions (Karimi et al., 2018). In particular, Kotler & Keller (2012) reveal several stages in purchase decisions,

including need recognition, information seeking, alternative evaluation, buying decisions, and post-purchasing behavior. Therefore, in the e-commerce environment, consumers' purchase decisions are also supported by online product ratings and preferences (Fan et al., 2018).

### **Intention to Buy and Purchase Decisions**

Intention to buy can be defined as consumers' intention to engage in online buying (Hajli, 2015). According to Schiffman & Kanuk (2014), intention to buy is a model of one's attitude towards objects that is very suitable in measuring attitudes towards certain categories of products, services, or brands. Furthermore, Schiffman & Kanuk (2014) explain that the indicators of intention to buy include (1) interest in seeking information about related products, (2) considering making purchases, (3) interest in trying, (4) wanting to know products, and (5) the desire to own a product. Thus, the indicators of intention to buy can be identified through transactional interests (one's tendency to buy products), referential interests (tendency to refer products for others), preferential interests, and explorative interests (Ferdinand, 2006). Intention to buy arguably appears before consumers decide to buy. This argument is supported by Nurvidiana et al. (2015); Putra et al. (2016); Septifani et al. (2014) who demonstrate the significant influence of intention to buy on purchase decisions. Based on the arguments, the first hypothesis in this study is:

**H1:** Intention to buy has a positive effect on online purchase decisions.

### **Interactive Marketing**

Companies need interactive marketing techniques to attract and interact with consumers, especially in an increasingly dynamic business era. Interactive marketing itself can be defined as activities and programs designed to involve consumers by raising awareness, improving image, or creating sales of products and services (Kotler & Keller, 2012). Closely related to the above definition, Reedy et al. (1999) interpret interactive marketing as overall online marketing activities that aim to facilitate the production process of goods and services from producers to meet consumers' needs and desires. Unlike traditional communication channels (such as conventional advertisements) that only allows one-way communication, interactive media allows users to perform various functions, such as receiving and changing information and images, asking questions, answering, and making purchases (Morrisson, 2015).

However, fraud and other cases require online businesses to build consumers' confidence in their business. In this respect, interactive marketing offers a novel way to build trust and relationships with consumers. Referring to previous results that highlight the impact of interactive marketing on purchase decisions in offline transactions (Kang et al., 2020; Nizam & Jaafar, 2018; Stone & Woodcock, 2014), this study seeks to investigate whether the impact also applies in online purchase decisions.

Thus, the second hypothesis is:

**H2:** Interactive marketing has a positive effect on online purchase decisions.

Additionally, the first hypothesis predicts that intention to buy and interactive marketing individually affect online purchase decisions. Consequently, the third hypothesis predicts the simultaneous effects of both variables on purchase decisions. Hence, the third hypothesis is:

**H3:** Intention to buy and interactive marketing simultaneously have positive effects on online purchase decisions.

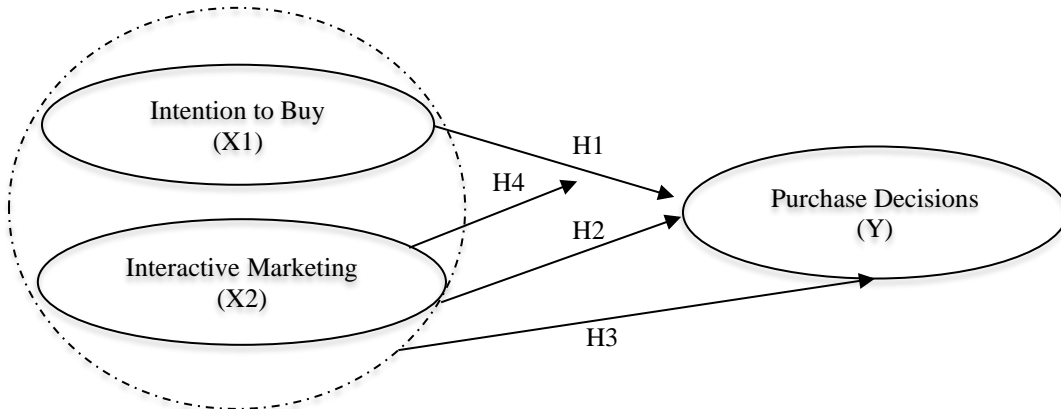
### **Interactive Marketing as a Moderator Variable between Intention to Buy and Purchase Decision**

While the second hypothesis predicts the effect of intention to buy on purchase decisions, several studies find the association between interactive marketing and purchase decisions (Kang et al., 2020; Nizam & Jaafar, 2018; Stone & Woodcock, 2014). It can then be predicted that the interactive marketing variable likely strengthens the buying intention stage in purchase decisions because interactive marketing seeks to create better bonding with consumers by delivering personalized experiences (such as events and live chat).

Furthermore, interactive marketing also connects consumers with brands (Adetunji et al., 2018) or products. Hence, it is also arguably a moderating variable that affects purchase decision processes. Interactive marketing programs of online shops will likely motivate consumers who initially only show interest in buying to make purchase decisions. Based on previous literature on the role of interactive marketing in strengthening consumers' purchase decisions (Kang et al., 2020; Nizam & Jaafar, 2018; Stone & Woodcock, 2014) and connections with brands and products (Adetunji et al., 2018; Buettner, 2020), interactive marketing can also act as a moderating variable. Based on these arguments, this study proposes the following hypothesis:

**H4:** Interactive marketing moderates the effect of intention to buy on online purchase decisions.

These four hypotheses enable this study to develop the research model. Figure 1 illustrates the research model of this study. Because hypothesis 3 predicts the simultaneous effects of the independent variables (intention to buy and interactive marketing), the arrow representing the relationship in hypothesis 3 starts from the larger, dashed curve while the other arrows start from the smaller, solid curves.



**Figure 1**  
**Research Model**

**METHODS**

This study uses the buyers of *Sale-Stock* as the respondents. *Sale-Stock* is an Indonesian online shop established in 2014 that offers its fashion and accessories labels for all consumer demographic segments (women, men, and children). As suggested by Sale-Stock (2017), this online store uses various marketing devices to sell their products and introduce their brands through various events such as (1) OOTD (outfit of the day) that asks consumers to show their photographs displaying themselves wearing the products bought from the store and offers vouchers for the winners, (2) *Rumpi*, a web-based and app-based forum discussion about various issues, such as romance, communities, holidays, and obviously, fashion, (3) Video Sale Contest Stock (#*PamerinVideoTesti*), a testimonial video competition for consumers, (4) Together with Soraya Chat on Instagram Live, (5) Soraya Change Room, an offline event where consumers can try on the collections of *Sale-Stock* by using 3D augmented reality technology, (6) Soraya Pop-Up Store, an offline bazaar event in certain cities, (7) Beautiful Picnic Together with Soraya, an offline and free event for consumers to learn something, like fashion and photography from experts. Additionally, *Sale-Stock* also uses social media such as Youtube, Facebook Page, Line, Instagram, and Twitter to interact with their markets. Moreover, the online store also hires celebrity endorsers (such as Youtuber and Korean beauty bloggers) to promote their products. Indeed, trusted social media celebrities in social media may not be too effective to encourage purchase decisions (Djafarova & Rushworth, 2017). Therefore, allowing consumers to try on collections using 3D augmented reality can affect online purchase decisions. The approach is in line with the findings showing that virtual try-on technology likely affects consumers’ intention to buy online products because it has better perceived usefulness, enjoyment, and privacy risk (Zhang *et al.*, 2019).

As suggested by Malhotra (2012), this study uses 200 respondents as its sample to meet the minimum number of sample sizes in marketing research. This research selects the sample by using the purposive or judgmental sampling technique as a non-

probability sampling method. This technique relies on a deliberate method to select samples that meet the requirements (Tongco, 2007). In other words, the judgmental sampling method enables us to select respondents based on a specific criterion, namely one who has bought the products (clothes or accessories) of the *Sale-Stock* online fashion store. This study develops a questionnaire with a five-point Likert scale by using *Google Forms*. The questionnaire is then distributed through the *Facebook* page of *Sale-Stock* and *Sale-Stock*'s consumers are contacted through their social media (Instagram, Twitter, Facebook, Line, BBM) after asking their willingness to fill out the questionnaire. It takes about a month to select the sample, distribute the questionnaires, and collect the responses.

Finally, the data are analyzed by using the multiple regression analysis to test the first two hypotheses. The multiple regression method examines the relationships between a dependent variable and many (more than one) predictor variables (Ross & Willson, 2017). The third hypothesis is tested by using the F-test. Lastly, this study employs the moderated regression analysis to test the moderating role of interactive marketing in the association between intention to buy and purchase decisions. Beforehand, this study runs the reliability and validity tests for all indicators of the research variables for both the pre-test and actual test results. Table 1 (Appendix) demonstrates the research variables, variable definition, and the empirical indicators of each variable.

## RESULTS AND DISCUSSION

Initially, this research tests the validity and reliability of all variables' indicators through the pre-test involving 30 respondents. The pre-test results indicate that all indicators are valid and reliable and suggest that the questionnaire is usable for the actual test. As displayed in Table 2 (Appendix), the validity and reliability test results for the actual test demonstrate that all indicators of the research variables are valid and reliable. In particular, the R-values of all indicators are between 0.631 to 0.854, higher than the r-table (0.138). Likewise, all variables are reliable, with Cronbach's alpha values greater than 0.6 (0.872, 0.912, and 0.897 for intention to buy, interactive marketing, and purchase decisions, respectively). From 200 respondents, most of them are female (129 respondents), between 21 and 24 years old (68.5 percent of total respondents), university students and employees, and shopped at *Sale-Stock* online shop once to three times a month (75.5 percent).

Table 3 displays the results of the hypothesis testing. The first hypothesis's statistical test results show that the significance value of the effect of intention to buy on online purchase decisions is  $0.000 < 0.05$  with a t value of  $5.410 > t$ -table of 1.972. Hence, the first hypothesis is empirically supported. In other words, intention to buy affects purchase decisions at *Sale-Stock* online fashion stores. The results support prior studies that reveal the significant effect of intention to buy on purchase decisions



(Nurvidiana *et al.*, 2015; Putra *et al.*, 2016; Septifani *et al.*, 2014). Consumers with greater intention to buy, for example, by searching for product information and being curious about the latest offered products of the online shop, are more likely to make purchase decisions at *Sale-Stock*. The findings are also supported by the descriptive statistics that suggest that 120 out of 200 total respondents (60 percent) purchased *Sale-Stock*'s products at least once a month with the monthly transaction values of less than Rp. 500,000. A considerable proportion of the respondents (16 percent) even mentioned that they made transactions at the online store more than four times each month. Furthermore, almost five percent of the total respondents spent more than five million rupiahs per month.

Moreover, university students dominate the respondents (51 percent), followed by employees (32.5 percent), likely because these respondents need apparel products (clothes and accessories) when they work or go to their campuses. Most of these respondents (84 percent) made transactions at this online store less than three times per month.

**Table 3**  
**Result Summary of the Hypotheses Testing Statistics**

Description	t	F	Sig. (≤ 0.05)	Result
Hypothesis 1: Effect of Intention to Buy on Purchase Decision	5.410		< 0.001	Significant
Hypothesis 2: Effect of Interactive Marketing on Purchase Decision	10.478		< 0.001	Significant
Hypothesis 3: Simultaneous Effects of Intention to Buy and Interactive Marketing on Purchase Decision		257.759	< 0.001	Significant
Hypothesis 4: Interactive Marketing moderates the effect of Intention to Buy on Purchase Decision		172.804	< 0.001	Significant
$\beta_2$ (Interactive Marketing)			0.001	Significant
$\beta_3$ (Interaction)			0.218	Not Significant

Source: Primary Data Processed

Table 3 also informs that interactive marketing significantly affects online purchase decisions at *Sale-Stock*, as indicated by the significance and t-test values of the association that are < 0.001 and 10.478 > 1.972 (t-table), respectively. Thus, the second hypothesis is empirically supported. These findings are in line with prior studies of Nizam & Jaafar (2018); Stone & Woodcock (2014). *Sale-Stock* offers

several media for consumers' engagement, including a discussion forum, responsive live chat, and testimonial program. These media significantly affect purchase decisions. Furthermore, some activities, such as OOTD, also encourage consumers to make purchase decisions from this online store. These results support Kang *et al.* (2020) who find that playfulness as an example of interactive marketing also likely affects purchase decisions through its uniqueness. The findings are also in line with Petit *et al.* (2019) who observe that online interaction engagement motivates individuals to purchase. Furthermore, this study also shows that testimonial programs and discussion forums offered by online stores increase sales.

The findings are consistent with the analysis that loyal testimonials are the most significant influence stated in the e-market (Adwan *et al.*, 2019). However, although interactive marketing significantly affects purchase decisions, consumers are not interested much in one of this store's events, namely OOTD. The event asks consumers to show their photographs displaying themselves wearing the products bought from the store and offers vouchers for the winners. Consumers are less attracted to the program, probably because the prizes are vouchers, not cash. In this respect, cash is much more commonly acceptable than vouchers and consequently more attractive than other non-monetary gifts, including vouchers (Becker *et al.*, 2019).

This study uses F-test to empirically analyze the third hypothesis that predicts the simultaneous impacts of intention to buy and interactive marketing on online purchase decisions. The results show that the significance value of the simultaneous effects of both independent variables on the dependent variable is  $< 0,001$ , much lower than 0.05. Also, the F-value of the relationship is  $257.759 > F$ -table of 3.04. Hence, the third hypothesis is empirically supported. The results confirm prior empirical or theoretical studies that suggest the significant impacts of interactive marketing and intention to buy on purchase decisions (Kang *et al.*, 2020; Nizam & Jaafar, 2018; Nurvidiana *et al.*, 2015; Petit *et al.*, 2019; Putra *et al.*, 2016; Septifani *et al.*, 2014; Stone & Woodcock, 2014).

Lastly, the fourth hypothesis that predicts interactive marketing's role in moderating the effect of intention to buy on online purchase decisions is tested with the Moderated Regression Analysis (MRA) method. Initially, this study looks at the F-value of the ANOVA test of  $172.804 > F$ -table (3.04) with a significance level of 0,000. Thus, intention to buy, interactive marketing, and the interaction of both variables simultaneously affect online purchase decisions at *Sale-Stock*.

Further, this study analyzes the regression coefficients (especially  $\beta_2$  and  $\beta_3$ ) to evaluate interactive marketing's moderating role (Sharma *et al.*, 1981). As displayed in Table 3,  $\beta_2$  is significant ( $0.001 < 0.05$ ) is significant but  $\beta_3$  is not significant ( $0.218 > 0.05$ ). Hence, interactive marketing is not a direct moderator in the relationship between intention to buy and online purchase decisions *Sale-Stock* and only acts as an independent variable.

Although interactive marketing significantly affects online purchase decisions, it does not moderate the effect of intention to buy on purchase decisions. Several factors explain these findings. First, the respondents may weigh product quality and price affordability more than interactivity. Second, respondents may use interactive media to search for product-related information, such as product availability, more frequently than for discussions. The findings also support prior studies of Kang *et al.* (2020); Nizam & Jaafar (2018); Petit *et al.* (2019); as well as Stone & Woodcock (2014).

## CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

Both intention to buy and interactive marketing partially and simultaneously affect purchase decisions. However, interactive marketing does not moderate the relationship between intention to buy and purchase decisions. Hence, theoretically, this study contributes to the literature on marketing and purchase decisions by demonstrating the relationships between intention to buy, interactive marketing, and purchase decisions. In particular, by using interactive marketing as the moderating variable, this research complements prior studies that largely employ this variable as the independent variable. Additionally, as managerial implications, this study informs practitioners that online stores need to innovate continuously in attracting consumers through social media. Consumers can then have information on the latest fashion updates and bonuses offered to them. Eventually, they are likely motivated to make more purchase decisions.

The questionnaire does not ask the differentiation of product prices, while such a question is important to analyze whether consumers purchase goods because of relatively cheap prices. Such actions indicate consumers' low involvement because they do not consider interactive marketing in making purchase decisions. Accordingly, future studies need to include product prices in the analysis. Moreover, the measures of purchase decisions are not related to interactive marketing. Hence, it is suggested that future research seeks to relate the measure of purchase decisions with interactive marketing. Lastly, the last three indicators in the purchase decision variable need a more thorough analysis to better represent the variable.

## REFERENCES

- Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal Komunikasi Malaysian Journal of Communication Jilid*, 34(1), 1–19. <https://doi.org/10.17576/JKMJC-2018-3401-01>
- Adilang, A. (2014). Persepsi, sikap, dan motivasi hedonis terhadap keputusan pembelian produk fashion secara online. *Jurnal EMBA: Jurnal Riset Ekonomi*,

- Manajemen, Bisnis Dan Akuntansi*, 2(1), 561–570.  
<https://doi.org/10.35794/emba.v2i1.4351>
- Adwan, A. Al, Aladwan, K. M., & Al-Adwan, A. S. (2019). E-marketing strategic for Jordanian small business to increase sale in local e-market. *Academy of Strategic Management Journal*, 18(6).
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2017). *Infografis penetrasi dan perilaku pengguna internet indonesia: Survey 2017*.  
[https://web.kominfo.go.id/sites/default/files/Laporan Survei APJII\\_2017\\_v1.3.pdf](https://web.kominfo.go.id/sites/default/files/Laporan_Survei_APJII_2017_v1.3.pdf)
- Astuti, S. W., & Cahyadi, I. G. (2007). Pengaruh elemen ekuitas merek terhadap rasa percaya diri pelanggan di Surabaya atas keputusan pembelian kartu perdana IM3. *Majalah Ekonomi*.
- Becker, R., Möser, S., & Glauser, D. (2019). Cash vs. vouchers vs. gifts in web surveys of a mature panel study: Main effects in a long-term incentives experiment across three panel waves. *Social Science Research*, 81, 221–234.  
<https://doi.org/10.1016/j.ssresearch.2019.02.008>
- Buettner, R. (2020). The impact of trust in consumer protection on internet shopping behavior: An empirical study using a large official dataset from the European Union. *6th IEEE International Conference on Big Data Computing Service and Machine Learning Applications*.
- Dixena, S., & Engineering, S. S. (2018). Customer satisfaction towards online shopping from Flipkart: With special reference to Raipur City. *International Journal of Research in Engineering, Science and Management*, 1(12), 262–265.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68(3), 1–7.  
<https://doi.org/10.1016/j.chb.2016.11.009>
- Fan, Z. P., Xi, Y., & Liu, Y. (2018). Supporting consumer's purchase decision: a method for ranking products based on online multi-attribute product ratings. *Soft Computing*, 22(16), 5247–5261. <https://doi.org/10.1007/s00500-017-2961-4>
- Ferdinand, A. (2006). *Metode penelitian manajemen*. Badan Penerbit Universitas Diponegoro.
- Fu, H., Manogaran, G., Wu, K., Cao, M., Jiang, S., & Yang, A. (2020). Intelligent decision-making of online shopping behavior based on internet of things. *International Journal of Information Management*, 50, 515–525.  
<https://doi.org/10.1016/j.ijinfomgt.2019.03.010>

- Goyal, S., Sergi, B. S., & Esposito, M. (2019). Literature review of emerging trends and future directions of e-commerce in global business landscape. *World Review of Entrepreneurship, Management and Sustainable Development*, 15(1–2), 226–255. <https://doi.org/10.1504/WREMSD.2019.098454>
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(2), 183–191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
- Ijaz, M., Tao, W., Rhee, J., Kang, Y.-S., & Alfian, G. (2016). Efficient digital signage-based online store layout: An experimental study. *Sustainability*, 8(6), 511–513. <https://doi.org/10.3390/su8060511>
- Kang, H. J., Shin, J., & Ponto, K. (2020). How 3D virtual reality stores can shape consumer purchase decisions: The roles of informativeness and playfulness. *Journal of Interactive Marketing*, 49(2), 70–85. <https://doi.org/10.1016/j.intmar.2019.07.002>
- Karimi, S., Holland, C. P., & Papamichail, K. N. (2018). The impact of consumer archetypes on online purchase decision-making processes and outcomes: A behavioural process perspective. *Journal of Business Research*, 91(10), 71–82. <https://doi.org/10.1016/j.jbusres.2018.05.038>
- Khan, M., Xu, X., Dou, W., & Yu, S. (2016). OSaaS: Online shopping as a service to escalate e-commerce in developing countries. *Proceedings - 18th IEEE International Conference on High Performance Computing and Communications, 14th IEEE International Conference on Smart City and 2nd IEEE International Conference on Data Science and Systems, HPCC/SmartCity/DSS 2016*, 1402–1409. <https://doi.org/10.1109/HPCC-SmartCity-DSS.2016.144>
- Kotler, P., & Keller, K. L. (2012). Marketing management, 14th Edition. Pearson Education, Inc., publishing as Prentice Hall. In *Essentials of Management for Healthcare Professionals*. <https://doi.org/10.4324/9781315099200-17>
- Kucęba, R., Zawada, M., Pabian, A., & Bylok, F. (2019). Determinants of retail online shopping - Seller's perspective. *ACM International Conference Proceeding Series*, 161–165. <https://doi.org/10.1145/3345035.3345052>
- Laer, J. Van, & Aelst, P. Van. (2010). Internet and social movement action repertoires: Opportunities and limitations. *Information, Communication & Society*, 13(8), 1146–1171. <https://doi.org/10.1080/13691181003628307>
- Liao, Z., & Cheung, M. T. (2001). Internet-based e-shopping and consumer attitudes: An empirical study. *Information & Management*, 38(5), 299–306. [https://doi.org/10.1016/S0378-7206\(00\)00072-0](https://doi.org/10.1016/S0378-7206(00)00072-0)
- Lu, L.-C., Chang, W.-P., & Chang, H.-H. (2014). Consumer attitudes toward blogger's

- sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258–266. <https://doi.org/10.1016/j.chb.2014.02.007>
- Malhotra, N. K. (2012). *Basic marketing research: Integration of social media*. Pearson Education.
- Morrison, M. A. (2015). *Periklanan komunikasi pemasaran terpadu*. Prenadamedia Group.
- Nizam, N. Z., & Jaafar, J. A. (2018). Interactive online advertising: The effectiveness of marketing strategy towards customers purchase decision. *International Journal of Human and Technology Interaction (IJHaTI)*, 2(2), 2600–8122.
- Nurvidiana, R., Hidayat, K., & Abdillah, Y. (2015). Pengaruh word of mouth terhadap minat beli serta dampaknya pada keputusan pembelian: Survei pada konsumen Republica Cafe Malang jalan Mt. Haryono Gg.XI Malang. *Jurnal Administrasi Bisnis (JAB)*, 22(2), 1–8.
- Petit, O., Velasco, C., & Spence, C. (2019). Digital sensory marketing: Integrating new technologies into multisensory online experience. *Journal of Interactive Marketing*, 45(2), 42–61. <https://doi.org/10.1016/j.intmar.2018.07.004>
- Putra, E. W., Kumadji, S., & Yulianto, E. (2016). Pengaruh diskon terhadap minat beli serta dampaknya pada keputusan pembelian: Studi pada konsumen yang membeli produk diskon di Matahari Department Store Pasar Besar Malang. *Jurnal Administrasi Bisnis*, 38(2), 184–193.
- Rangaswamy, A., Moch, N., Felten, C., van Bruggen, G., Wieringa, J. E., & Wirtz, J. (2020). The role of marketing in digital business platforms. *Journal of Interactive Marketing*, 51(8), 72–90. <https://doi.org/10.1016/j.intmar.2020.04.006>
- Reedy, J., Schullo, S., & Zimmerman, K. (1999). *Electronic marketing: Integrating electronic resources into the marketing process*. Harcourt College Publishers.
- Ross, A., & Willson, V. L. (2017). Hierarchical multiple regression analysis using at least two sets of variables (In two blocks). In *Basic and Advanced Statistical Tests* (pp. 61–74). SensePublishers. [https://doi.org/10.1007/978-94-6351-086-8\\_10](https://doi.org/10.1007/978-94-6351-086-8_10)
- Sale-Stock. (2017). *Sorabel - Home*. <https://www.sorabel.com/>
- Schiffman, L., & Kanuk, L. (2014). *Consumer behavior: Global edition*. Pearson Education.
- Septifani, R., Achmadi, F., & Santoso, I. (2014). Pengaruh green marketing, pengetahuan dan minat membeli terhadap keputusan pembelian. *Jurnal Manajemen Teknologi*, 13(2), 201–218.

<https://doi.org/10.12695/jmt.2014.13.2.6>

- Sharma, S., Durand, R. M., & Gur-Arie, O. (1981). Identification and analysis of moderator variables. *Journal of Marketing Research*, 18(3), 291–300. <https://doi.org/10.1177/002224378101800303>
- Stone, M. D., & Woodcock, N. D. (2014). Interactive, direct and digital marketing: A future that depends on better use of business intelligence. *Journal of Research in Interactive Marketing*, 8(1), 4–17. <https://doi.org/10.1108/JRIM-07-2013-0046>
- Swastha, D. B. (2002). *Azas-azas marketing*. Liberty Yogyakarta.
- Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and Applications*, 5(1), 147–158. <https://doi.org/10.17348/era.5.0.147-158>
- Truong, N. X. (2018). The impact of Hallyu 4.0 and social media on Korean products purchase decision of generation C in Vietnam. *The Journal of Asian Finance, Economics and Business*, 5(3), 81–93. <https://doi.org/10.13106/jafeb.2018.vol5.no3.81>
- Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic–systematic model. *Decision Support Systems*, 67(11), 78–89. <https://doi.org/10.1016/j.dss.2014.08.005>
- Zhang, T., Wang, W. Y. C., Cao, L., & Wang, Y. (2019). The role of virtual try-on technology in online purchase decision from consumers' aspect. *Internet Research*, 29(3), 529–551. <https://doi.org/10.1108/IntR-12-2017-0540>

## APPENDIX

**Table 1**  
**Research Variables, Variable Definition, and Variable Indicators**

Variable	Variable Definition	Variable Indicators
Intention to Buy	One's attitude towards an object that is very suitable in measuring certain categories of products, services, or brands (Schiffman & Kanuk, 2014).	<ol style="list-style-type: none"> <li>1. Interested in finding information to remain updated</li> <li>2. Consider buying products</li> <li>3. Interested in trying on products</li> <li>4. Interested in being informed of the latest products</li> <li>5. Interested in having the products offered</li> </ol> (Schiffman & Kanuk, 2014), modified
Purchase Decisions	A series of concrete actions to gather information about the type of product, brand, price, quality, the quantity of time of payment, and method of payment (Swastha, 2002).	<ol style="list-style-type: none"> <li>1. Action in gathering various types of products</li> <li>2. Search for the diversity of product models</li> <li>3. Choose affordable prices</li> <li>4. Consider product quality</li> <li>5. Shop frequently in store</li> <li>6. Immediately purchase before out of stock</li> <li>7. The payment method is user-friendly</li> <li>8. Consider free shipping facilities before buying the products</li> <li>9. Consider friendly service when making online purchase decisions</li> </ol> (Swastha, 2002), modified
Interactive Marketing	Online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, improve images, or create sales of products and services (Kotler & Keller, 2012).	<ol style="list-style-type: none"> <li>1. The testimonial program</li> <li>2. The testimonial program enhances the image</li> <li>3. Activities that held a desire to make a purchase</li> <li>4. A responsive live chat facility</li> <li>5. The responsive live chat facility to enhance store image</li> <li>6. Discussion forums</li> <li>7. Discussion forums to enhance store image</li> <li>8. OOTD activities</li> <li>9. Following OOTD activities to win vouchers</li> </ol> (Morrisan, 2015), modified



**Table 2**  
**Result Summary of the Validity and Reliability Tests**

<b>Variables</b>	<b>Indicators</b>	<b>R-count</b>	<b>Sig.</b>	<b>Judgement</b>	<b>Cronbach's Alpha</b>	<b>Remarks</b>
Intention to Buy	X1.1	0.854	< 0.001	Valid	0.872	Reliable
	X1.2	0.708	< 0.001	Valid		
	X1.3	0.810	< 0.001	Valid		
	X1.4	0.852	< 0.001	Valid		
	X1.5	0.840	< 0.001	Valid		
Interactive Marketing	X2.1	0.783	< 0.001	Valid	0.912	Reliable
	X2.2	0.776	< 0.001	Valid		
	X2.3	0.811	< 0.001	Valid		
	X2.4	0.786	< 0.001	Valid		
	X2.5	0.766	< 0.001	Valid		
	X2.6	0.795	< 0.001	Valid		
	X2.7	0.811	< 0.001	Valid		
	X2.8	0.795	< 0.001	Valid		
	X2.9	0.631	< 0.001	Valid		
Purchase Intention	Y1	0.741	< 0.001	Valid	0.897	Reliable
	Y2	0.729	< 0.001	Valid		
	Y3	0.653	< 0.001	Valid		
	Y4	0.774	< 0.001	Valid		
	Y5	0.736	< 0.001	Valid		
	Y6	0.743	< 0.001	Valid		
	Y7	0.770	< 0.001	Valid		
	Y8	0.743	< 0.001	Valid		
	Y9	0.806	< 0.001	Valid		

Source: primary data, processed

