

## Digital Marketing Strategies: An Analysis of the Influence of Social Media on Consumer Purchase Decisions

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### ABSTRACT

This study aims to analyze the influence of digital marketing strategies through social media on consumer purchase decisions. The research method used is a quantitative approach with survey techniques. Data was collected through an online questionnaire from 200 respondents who actively used social media. The results of the study show that content elements, interaction and consumer trust have a significant influence on purchase decisions. This finding provides important implications for the Company to maximize the use of social media as the main marketing platform.

## INTRODUCTION

The development of information technology has brought great changes in various aspects of life, including in the world of business and marketing. One of the significant changes is the emergence of social media as one of the main channels for digital marketing activities. Social media such as Instagram, Facebook, TikTok, and Twitter are not only places of social interaction but also platforms that companies use to promote their products and services.

According to Edie, S. (2023) Marketing is one of the main activities carried out by entrepreneurs which in their efforts is to maintain their lives, to develop and also to get big profits.

Based on the Digital 2025 report, more than 70% of internet users in Indonesia use social media to find information about products before making a purchase. This reflects the importance of social media in influencing consumer behavior. Social media allows companies to reach consumers in a more personalized way, at a relatively lower cost than traditional marketing methods. According to Balakrishnan, et al., 2014 said that online marketing media has an impact on the formation of consumer buying interest. On the other hand, social media is not only used as a tool for communication and interaction but also used as a medium to promote a product, with promotions on social media, consumers do not have to come directly to a *department store* that provides certain products or services.

In addition to marketing the product by way of promotion on social media, the existence of a product review and assessment from previous buyers will also greatly influence the consumer's decision to buy the product. With good reviews and scrutiny from other buyers, it will increase the trust of new consumers and old consumers in the products that are marketed so that it will affect consumers' decisions to buy the product.

However, the success of a marketing strategy through social media does not only depend on the company's presence on a platform. Elements such as content quality, interaction between brands and consumers, and consumer trust in brands play a crucial role in influencing purchasing decisions. Engaging and relevant content can create strong appeal, while responsive interactions can increase consumer loyalty. In addition, consumer trust in brands is one of the main factors that determine purchasing decisions, especially in the digital age full of false information and invalid reviews.

Although many companies have invested in digital marketing, there hasn't been much research specifically examining the elements of social media marketing that are most effective in influencing consumer purchasing decisions. Therefore, based on the background that has been presented, this study aims to analyze the influence of digital marketing elements, such as content, interaction, and consumer trust, on purchase decisions.

One of the key reasons behind the growing impact of social media on consumer purchasing behavior is the accessibility and abundance of information. Modern consumers rely heavily on online reviews, influencer endorsements, and user-generated content before making buying decisions. Social media provides an open space where individuals can share their experiences, offer

recommendations, and express opinions about products and services. This social proof plays a crucial role in shaping consumer perceptions, as potential buyers often trust peer reviews and influencer suggestions more than traditional advertisements. Consequently, businesses are allocating significant resources to influencer marketing, targeted advertising, and interactive content creation to enhance consumer engagement and boost sales.

Moreover, social media platforms utilize sophisticated algorithms and data analytics to deliver personalized content and advertisements tailored to individual preferences. Through behavioral tracking, brands can analyze consumer interests, purchasing patterns, and engagement levels to craft marketing campaigns that resonate with specific audiences. Features such as sponsored posts, shoppable ads, live-stream shopping, and interactive polls enable businesses to create seamless shopping experiences that encourage impulse buying and customer retention. These advanced marketing techniques not only increase brand visibility but also strengthen consumer loyalty by providing a more engaging and customized online experience.

This paper aims to analyze the influence of social media on consumer purchase decisions by examining key digital marketing strategies employed by businesses. It will explore the effectiveness of influencer marketing, user-generated content, personalized advertising, and interactive engagement in shaping consumer behavior. Additionally, the study will discuss the challenges and ethical considerations associated with social media marketing, including data privacy concerns, misinformation, and the potential for consumer manipulation. By understanding these dynamics, businesses can refine their marketing approaches to build stronger relationships with their audiences and achieve sustainable growth in the ever-evolving digital marketplace.

## **THEORETICAL REVIEW**

### ***Digital Marketing and Social Media***

According to (Kotler et al., 2019) , marketing in digital is all marketing activities that utilize the internet. Digital marketing is an effort to advance brands that involve sophisticated media that are expected to reach buyers comfortably individually and importantly (With digital marketing, it will further rejuvenate a company or business actor to market products or services through social networks. Digital marketing is also considered more effective and efficient because it can save more budget and effort compared to marketing products directly. (Dr. Nikous, 2022) (Digital 2025 Report, 2025)

- Search Engine Optimization (SEO): Improving website visibility in search engine results.
- Pay-Per-Click (PPC) Advertising: Paid digital ads that appear on search engines and social media platforms.
- Email Marketing: Sending personalized emails to engage customers and drive sales.
- Content Marketing: Creating and sharing valuable content to attract and retain customers.

- Social Media Marketing: Leveraging social media platforms to promote brands and interact with customers.

### ***Social Media***

According to Kotler and Keller (2016), social media is a medium used by consumers to share and access information such as videos, images, text, and audio to other people and other social media users. Social media is also one of the main platforms that allows companies to reach consumers in a more personalized way. Social Media is a very effective forum in marketing activities, although initially the use of social media was only used to socialize with relatives or family, but along with the development of the times social media is used by large or small companies as a tool for marketing activities. (Maria, 2022).

There are several types of social media that are often used to market products, such as Facebook, Instagram, Tiktok, and Twitter. The large number of social media users makes a company or business actor see the opportunities and benefits to make promotions so that the marketing reach becomes wider.

Several studies highlight the role of social media in influencing consumer behavior. Mangold and Faulds (2009) argue that social media serves as a "hybrid element" of the marketing mix, where traditional advertising merges with word-of-mouth marketing. Similarly, Kim and Ko (2012) found that social media marketing positively impacts customer purchase intentions, especially in industries such as fashion and cosmetics.

### ***Purchase Decision***

According to Purchase Decision, it is a decision-making process in buying a product that starts from recognizing the problem, searching for information, assessing alternatives, making purchase decisions and finally producing consumer behavior after purchase, namely satisfied or dissatisfied with the product. Purchase decisions are also influenced by deep planning and consideration, so that later it will result in a decision between buying a product or not. (Edie, 2023)

Consumer purchasing decisions are usually influenced by internal factors such as motivation and perception, and can also be influenced by external factors such as the social environment and product marketing. Purchase decisions can also be influenced by reviews of a product and the results of assessments from previous consumer purchases, good reviews and assessments will result in good purchase decisions as well, on the other hand, the results of poor reviews and assessments will make consumers rethink making purchases. According to Kotler and Keller (2016), the purchase decision is the form and interest to buy the brand that is most preferred among a number of different brands. (Solomon, 2019)

### ***Content***

Content in digital marketing is any form of information, visuals and interactions that are created and disseminated to attract the attention of the audience, build relationships with consumers, and encourage consumers to take certain actions such as making purchases. Content is a core element in digital

marketing because it functions as a medium of communication between brands and consumers on digital platforms. According to (Siti, 2020) , content is the main, type or unit of digital information which can be in the form of text, images, graphics, videos, sounds, documents, reports and others, so that it can also be collected that content is a variety of formats and information presented through social media, especially new media that can be in the form of writing, video or audio.

The quality of the content can affect the appeal of the brand, helping to introduce the brand with more interesting things. Quality and relevant content can help a company introduce its brand to the audience. By publishing engaging content on various digital platforms such as social media, blogs, or websites, brands can reach a wider audience and increase awareness of the brand's products or services and increase consumer trust, thereby generating decisions in the form of purchasing products from consumers.

### ***Interaction***

Interaction is the process of influencing or communicating between two or more parties, which can occur directly or indirectly. In general, interaction is the existence of a reciprocal relationship between individuals, groups or certain elements. According to , in the (Intan, 2022) *Journal of Communication and Business Sciences*, it is argued that online social media is designed to facilitate interactive social interaction based on internet technology, changing the pattern of information dissemination from previously monologue to dialogical.

### ***Consumer Trust***

Consumer trust is an important element in digital marketing because the online environment is often fraught with risks, such as fraud, false information, or data security issues. Therefore, building and maintaining consumer trust is key to a company's success in establishing long-term relationships and encouraging consumer loyalty. Defines consumer trust as all the knowledge possessed by the consumer and all the conclusions made by the consumer regarding its objects, attributes, and benefits. According to , consumer trust is consumer confidence in the integrity and reliability of e-commerce platforms, which affects repurchase interest. (Ratnasari., 2020) (Reisya Fadhila Azmi Razy, 2023)

### Research Paradigm

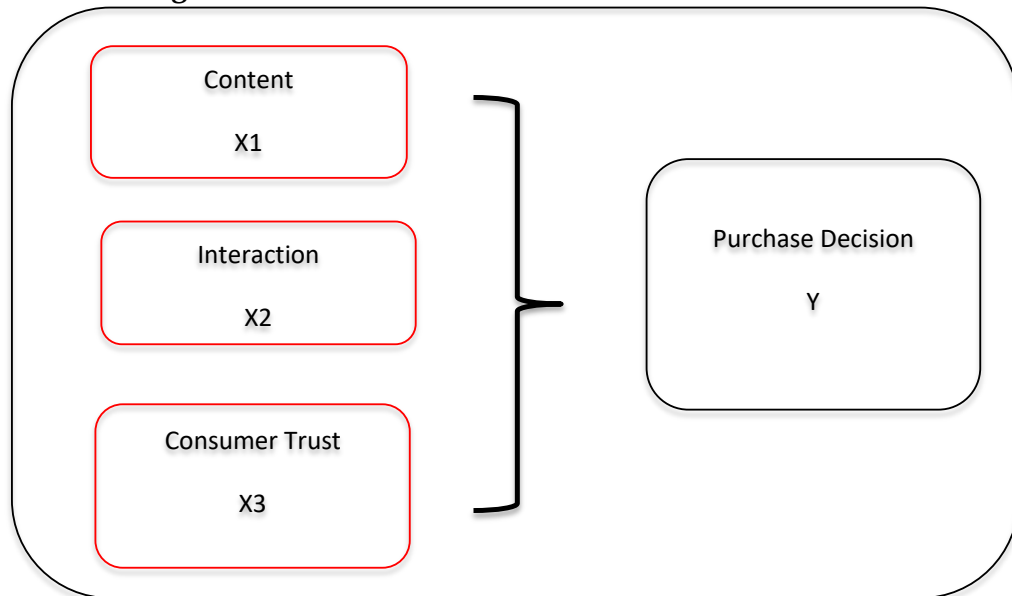


Figure 1. Research Paradigm

### METHODOLOGY

The data analysis technique used in this study is descriptive quantitative which is used to test the influence between the hypothesized variables. Quantitative research uses statistics to analyze research data that seeks to quantify the data obtained in a number or number. According to , the quantitative method is a type of research that uses the basis of philosophy to research the condition of science where the researcher is the main instrument. This study has four variables, where one variable is dependent and three are independent. (Intan, 2022)

The bound variable is the purchase decision while the independent variable is content, interaction and consumer trust. The data analysis technique used in this study uses a multiple linear regression test to measure the influence of dependent variables on independent variables. The population used in this study is social media users aged 18-30 years, with a sample of 50 respondents, The data collection technique used is an online questionnaire consisting of 10 questions using a likert scale which is based on the sum of respondents' attitudes in responding to statements related to the indicators of the variables being measured.

### RESEARCH RESULTS

Digital marketing is one of the ways that is believed to be more effective and efficient to market a product. Companies use digital marketing a lot because of its advantages in reaching the target market, platforms such as social media, search engines and email marketing allow promotional messages to be reached by billions of users in real time. Social media is one of the containers used in marketing brands or products, it is undeniable that the use of social media is growing rapidly today, this happens due to technological advances. But in reality there are several factors that cause the buying interest of consumers to rise and

fall, some of these factors can affect consumers' decisions in determining whether to make a purchase or not. Some of these factors will be tested by researchers so that they are expected to provide the desired results.

This study aims to see if there is an influence of content, interaction and consumer trust on purchase decisions, from the research that has been carried out, the following results are obtained:

### ***The Effect of Content on Purchase Decisions***

The results of the analysis showed that visually appealing and informative content had a significant positive influence on consumer purchase decisions ( $p < 0.05$ ). Thus, it can be concluded that content that is created attractively and with a mature process will be able to increase the buying interest of consumers. From the results of the distribution of online questionnaires, as many as 94% of social media users agree that interesting and creative content will greatly influence consumer decisions in determining the purchase of a product or brand.

### ***The Role of Social Media Interaction on Purchase Decisions***

The results of the analysis show that responsive interactions between brands and consumers increase trust and purchase decisions. Interaction on social media can influence consumer purchase decisions because social media creates a space for communication, recommendations, and sharing experiences that affect consumer perceptions and preferences, and the presence of a quick and interactive response from a brand can strengthen the purchase intention of consumers. From the results of the survey through a questionnaire, it was obtained that 89% of social media users agreed that good interaction would affect the purchase decision.

### ***The Influence of Consumer Confidence on Purchase Decisions***

The results of the analysis show that consumer trust in brands has the largest contribution in influencing buyers' decisions ( $R^2 = 0.65$ ). This happens because social media is a highly interactive platform, where consumers often rely on various forms of information and recommendations before making a purchase. Good reviews from other users will further increase consumer trust, this trust arises because information from others is considered more honest compared to advertisements created directly by the company. Consumers also tend to prefer companies that have transparency and clear information because when the brand is open and provides clear information, consumers will be more confident to make purchase decisions. From the results of the questionnaire, it can be found that 98% of users agree that consumer trust in purchasing decisions is very influential.

These findings show that companies need to focus on creating quality and engaging content, building more intense interactions and maintaining brand reputation to increase consumer trust.

These findings suggest that companies need to focus on creating quality content, building more intense interactions, and maintaining brand reputation to increase consumer trust.

## CONCLUSIONS AND RECOMMENDATIONS

### *Conclusion*

The findings of this study confirm that digital marketing strategies implemented through social media play a significant role in influencing consumer purchase decisions. The ability of social media platforms to facilitate direct interaction between businesses and consumers has reshaped traditional marketing approaches, making engagement more dynamic and personalized. Consumers no longer rely solely on advertisements or company-driven messages; instead, they actively seek recommendations, reviews, and real-time interactions before making purchasing decisions.

Furthermore, the results of the variable test highlight three critical factors that determine the success of digital marketing strategies on social media: content, interaction, and consumer trust. High-quality and engaging content, whether in the form of images, videos, or informative posts, plays a crucial role in attracting consumer attention and increasing brand awareness. Well-crafted content that aligns with consumer preferences can effectively influence their perception of a brand and its offerings.

Interaction is another key element that significantly impacts consumer decision-making. Social media platforms allow brands to engage with their audience through comments, direct messages, live sessions, and interactive features such as polls and Q&A sessions. This two-way communication fosters a sense of connection and responsiveness, making consumers feel valued and heard. Brands that actively engage with their audience tend to build stronger relationships and higher customer loyalty.

Consumer trust also emerges as a fundamental factor in the effectiveness of social media marketing strategies. Trust is cultivated through various means, including transparency, positive customer testimonials, influencer endorsements, and consistent brand messaging. When consumers perceive a brand as credible and authentic, they are more likely to consider its products or services. Additionally, user-generated content, such as customer reviews and shared experiences, further reinforces consumer confidence, ultimately leading to higher conversion rates.

Overall, this study reinforces the idea that social media is a powerful tool for businesses aiming to influence consumer purchasing behavior. By focusing on engaging content, meaningful interactions, and building trust, companies can maximize the impact of their digital marketing strategies and achieve long-term success in the competitive online marketplace. Future research could further explore how these factors vary across different industries and social media platforms, providing deeper insights into optimizing digital marketing efforts. So it is concluded that:

1. Content and engaging and quality have a significant influence on the Purchase Decision.
2. Good interactions have a significant influence on Purchase Decisions.
3. Consumer Trust has a significant influence on Purchase Decisions.

### *Recommendation*

1. Companies are advised to improve the quality of relevant and engaging content for social media users that will have a positive impact on brand sales.
2. Increase engagement with consumers through social media features such as comments, direct messaging and live streaming.
3. Maintain consumer trust with transparency and consistency in brand communication.

### **ADVANCE RESEARCH**

Future research should explore the long-term impact of social media marketing strategies on brand sustainability and consumer loyalty. In addition, studies should investigate the role of artificial intelligence and machine learning in optimizing digital marketing efforts, personalizing consumer experiences, and predicting purchasing behaviors. Another crucial area for further research is examining the effectiveness of influencer marketing and user-generated content in shaping brand perception and driving sales. Understanding these evolving trends will provide deeper insights into how digital marketing strategies can be further refined for maximum impact in an increasingly competitive marketplace.

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