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THE INFLUENCE OF DIGITAL MARKETING AND INFLUENCER MARKETING ON PURCHASE BEHAVIOR THROUGH PURCHASE INTENTION OF OZAKAZIK.CO CONSUMERS ON SHOPEE

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Abstract

This study is theoretically grounded in examining how digital marketing and influencer marketing influence purchasing behavior, with purchase intention conceptualized as a mediating construct. Specifically, it investigates the structural relationships between these marketing stimuli and consumer decision making processes in the context of Ozakazik.co consumers on the Shopee platform. A quantitative research design was employed, involving 61 respondents who had previously purchased Ozakazik.co products, selected through a saturated sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test both direct and indirect relationships among the variables. Results from the empirical study demonstrate that digital marketing exerts a statistically significant beneficial influence on purchasing behaviour ($\beta = 0.269$; $p = 0.025$) and purchase intention ($\beta = 0.646$; $p < 0.001$). In contrast, influencer marketing exhibits a notable direct impact on purchasing behaviour ($\beta = 0.198$; $p = 0.028$), although its influence on purchase intention is not statistically significant ($\beta = 0.277$; $p = 0.084$). Furthermore, buy intention strongly affects purchasing behaviour ($\beta = 0.511$; $p < 0.001$), affirming its position as a critical mediating variable within the model. Digital marketing and purchasing behaviour are substantially mediated by purchase intention, according to the mediation study ($\beta = 0.330$; $p = 0.004$). Even so, it is not a mediator in the relationship between influencer marketing and buying behaviour ($\beta = 0.141$; $p = 0.116$). According to the results, digital marketing affects the formation of buy intention and subsequent purchasing behaviour in a more consistently structured manner than influencer marketing does, according to the proposed conceptual framework. Cognitive purpose is a key mediating characteristic that the study identifies as theoretically significant for understanding how marketing cues translate into consumer behaviour.

1. INTRODUCTION

1.1 Background

Digital marketing has become a key element in modern business, especially in Indonesia. Dewi et al. (2022) state that developments within technology for communication and information have profoundly altered connectedness throughout recent years. Marketing through the internet helps companies reach more people through different social media platforms, websites, email and search engines. The expansion of digital marketing has also

affected to economic growth in Indonesia especially in e-commerce sector. One of the fastest-growing areas nowadays is e-commerce. Consumers may purchase from anywhere and then wait for their goods to be delivered to their houses. Shopee, Bukalapak, Tokopedia, etc. are some of the platforms that have redefined the field of digital marketing (Bangun, C. S., & Purnama, S., 2023). Furthermore, social media, as a method of digital marketing, has an important part in shaping consumer behaviour, since enables direct communication between companies and consumers; through social media, companies can offer sales information, discounts and so on. Consequently, this shapes new consumer behaviour (Radu et al., 2017). Engaging digital marketing tailored to consumer needs can have a positive impact, such as increasing interest and the desire to purchase. Although digital marketing offers various benefits, negative effects can arise when promotions are carried out excessively (Wibisono et al., 2022). Rapid advances in digital technology that facilitate buying and selling transactions, combined with the increasing use of influencers as an advertising medium, have fueled the growth of a consumerist lifestyle among the public, which ultimately influences their purchasing decisions as revealed by Afandi et al. (2021) in their study on the influence of Instagram influencer recommendations on purchasing decisions.

In the realm of e-commerce, influencer marketing has evolved into a widely adopted promotional strategy to drive consumer purchasing behavior. Through collaborations with influencers, businesses are able to convey product information to their target market segments in a more communicative and easily understandable way. Kim and Kim (2020) conceptualize influencer–follower relationships as being reinforced through interactive engagement mechanisms such as likes, comments, and content sharing. These relational interactions contribute to heightened audience engagement, which functions as a mediating factor that shapes and influences consumer purchasing behavior.

Pantouw (2022) defines a social media influencer as an individual who is active across various digital platforms, frequently voices their views on diverse issues, and consistently shares information with their followers. The trust built through such interactions has the potential to increase consumer purchase intent that is, the tendency to make a purchase after receiving information and recommendations from an influencer. De Veirman, Cauberghe, and Hudders (2017), as cited by Budiarti (2025),), emphasize that an influencers credibility serves an important part when determining buying intentions, given that audiences tend to believe that influencers possess in-depth knowledge about the products they recommend. In line with this, Adaba (2025) demonstrates how public figures had an important effect in consumers as well buying intentions as well as purchasing behavior, with trust serving as the determining mediating mechanism. Ozakazik.co is a Vans shoe retailer based in Yogyakarta that operates primarily through digital platforms, specifically Shopee, as its main sales channel.

Tablel 1 Ozakazik.co Catalog

No	Types of Shoes	Price
1	Velcro black white shoes	388.440
2	Vans authentic	456.000
3	Old school	705.000
4	Authentic anaheim	694.000
5	Knu school	600.000
6	Back pack	290.000
7	Vans sock original	81.000

Source: Authors (2026)

Previous studies have repeatedly demonstrated the importance on digital marketing in general and influencer marketing as well as factors that impact how consumers make purchases. However, the current literature remains fragmented, as most studies examine these two variables separately, resulting in little insight into the psychological mechanisms linking them to actual purchasing behaviour.

Francis et al. (2023) theoretically and empirically examined the direct influence of different approaches to digital marketing, such as mobile advertising, e-marketing, online advertising, and electronic mail marketing, on consumer purchasing behavior, positioning these strategies as key external determinants within the consumer decision-making process. Their results indicate digital marketing in general exerts a significant and beneficial effect on buyin habitat. However, this study only examined this direct relationship without including purchase intention as a mediating variable; therefore, it has not yet explained the underlying psychological processes through which digital marketing leads to actual purchasing behavior.

In this context, Hairudinor and Rusidah (2023) investigated The impact of digital marketing pratices on internet purchasing intentions and purchase decision making among MSMEs in Indonesia and found that digital marketing significantly influences both. However, this study used digital marketing as the sole independent variable and did not include influencer marketing, despite influencer based promotions becoming increasingly important in Indonesia's e-commerce industry. Consequently, the relative contributions of digital marketing and influencer marketing within the same conceptual framework remain unclear. Kanaveedu and Kalapurackal (2024) conducted a systematic literature review on the correlation among influencer marketing practices and customer behaviour, emphasising its effects on influencer credibility and trust levels, as well as consumer awareness of sponsored content. However, as this study is based on secondary literature rather than primary empirical data, the proposed relationship has not yet

been empirically tested, and there is no integrated model that simultaneously incorporates influencer marketing, purchase intention and purchasing behaviour. Similarly, according to Migkos et al. (2025), customers' online buying choices are greatly influenced by an influencer's reach and reputation, However, influencer marketing was examined as a standalone construct, without simultaneously considering digital marketing, and without including purchase intention as a mediating mechanism between influencer marketing and purchasing behaviour.

Meanwhile, Cao et al. (2025) investigated virtual influencer marketing in relation to purchase intention, but did not test whether an increase in purchase intention was actually followed by actual purchasing behaviour. Consequently, empirical evidence regarding the mediating role of purchase intention remains limited. Overall, these findings indicate the existence of a number of significant research gaps. Firstly, from a theoretical perspective, previous research has rarely combined digital marketing and influencer marketing within a single conceptual framework to explain consumer purchasing behaviour. According Behavioural intention, according to the Theory of Planned Behaviour, is a direct prerequisite for actual behaviour. Purchase intention has yet to be extensively studied as a mechanism linking digital marketing and influencer marketing to purchasing behaviour. Secondly, from a methodological perspective, most previous studies have only examined digital marketing or influencer marketing in isolation, whilst research testing both simultaneously using primary empirical data remains very limited. Thirdly, from a contextual perspective, empirical evidence remains limited to a fast development in the Indonesian electronic shopping market, particularly on Shopee, a platform where digital marketing and influencer support have become dominant strategies for micro-enterprises.

Therefore, by offering an integrated conceptual framework that investigates the impacts of influencer and digital marketing on consumer behaviour, this study seeks to fill the current gap in the literature, both through direct pathways and indirectly via purchase intention as a mediating construct. Unlike prior research, this study is grounded in primary empirical data collected from consumers of Ozakazik.co on the Shopee platform in Indonesia. In doing so, the study is expected to extend the theoretical discourse in three main aspects: first, by synthesizing digital marketing and influencer marketing within a unified model of consumer behavior; second, by theoretically and empirically validating purchase intention as a mediating mechanism linking marketing stimuli to purchasing behavior; and third, by enriching the contextual understanding of consumer decision-making within the Indonesian e-commerce ecosystem, which remains underexplored in existing literature. Previous studies have consistently demonstrated that both digital marketing and influencer marketing.

2. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

2.1.1 Digital Marketing

Potwora et al. (2023) explain that digital marketing uses conventional marketing principles adapted to the online An environment for promoting goods and service, the notion of digital marketing is additionally defined as promoting the sale for goods as well as services in a virtual environment, which aims not only to increase sales but also to strengthen brand awareness. Digital marketing has evolved into a vital part of modern business strategy, where online platforms, digital media, and cutting-edge technology are leveraged to promote products and services. Digital marketing by itself has an important part in improving visibility of the brand, customer loyalty, along with business growth across various industries.Alwan and Alshurideh (2022) explain that a digital marketing approach was a combination of technological advances alongside traditional marketing strategies to accomplish marketing purposes effectively and efficiently. Conversely, Ramkumar Gowtham et al. (2022) emphasize that digital marketing is a method for marketing and promoting products, companies, or services on the internet by utilizing digital technology, electronic devices, and online channels.

2.1.2 Influencer Marketing

Researchers cited by Migkos et al. (2025) describe a concept of influencing marketing, which is a digital marketing technique that utilises the reputation, academic repute, that audience reach of prominent figures to influence customer views and impact purchase choices. This strategy allows brands to reach target audiences through trusted figures who produce authentic and engaging content. As influencers develop strong relational ties with their followers, their endorsements tend to be viewed as more credible and persuasive compared to conventional advertising.Therefore, to improve the efficacy for influencer marketing to their advantage is mostly dictated by the influencer’s capacity to establish trust and positively affect consumers perceptions and intention to make purchases.

Rabby et al (2025) state which influencing figures are selected based on data analysis and audience relevance to produce content tailored to the target market. Through relevant content, influencers can increase consumer engagement, build trust, and strengthen the relationship between consumers and brands. In modern marketing practices, companies utilize influencers to influence consumer perceptions and shape purchasing decisions through various social media platforms. This strategy is considered effective because influencers are able to create more personal and intimate communication with audiences than conventional forms of promotion.

2.1.3 Purchase Behavior

Purchasing behavior is a series of actions and decision-making processes undertaken by consumers in selecting, purchasing, and using a item or services. The procedure can be affected by various factors, including psychological, social, cultural, economic, environmenta marketing strategies, and the development of digital technology, which increasingly influences people's consumption patterns. On a setting for current marketing activities, purchasing behavior can be understood primarily as transactional behaviour and also as an action involving emotional considerations, consumer experience, and interaction with various information sources

Wang (2025) defines purchase behavior as a series of actions, thought processes, and consumer decisions in selecting and purchasing products, encompassing the pre-purchase stage, the purchase process, and post-purchase evaluation. Furthermore, Gholami et al. (2023) explain that consumer purchasing behavior is influenced by perceived value, brand trust, and the digital experience consumers experience during the transaction process. These factors not only influence purchasing decisions but also have a positive relationship with consumer loyalty. Thus, it is understandable that purchasing behavior is a complicated term which includes a variety for internal and external factors that interact with one another and thus influence consumer decisions.

2.1.4 Purchase Intention

The purchase intention was an essential concept within a consumer behavior theoreticalframeworks as it reflects what degree to which an individual is predisposed toward engaging in a purchase.It is not an immediate or impulsive response, but rather the outcome of a structured cognitive evaluation process in which consumers process, interpret, and assess relevant information prior to decision-making. From a theoretical perspective, intention to buy is shaped through a combination of mental determinants, societal influences, as well as situational contexts, comprising marketing stimuli, product-related attributes, and interpersonal recommendations. Accordingly, purchase intention is widely positioned in the literature as the proximate antecedent for actual purchasing behaviors as well as is frequently employed to be a key indicator for assessing the effectiveness of marketing interventions.

According to the literature review conducted by Becaro Lapiz et al. (2026), purchase intention refers to he intention to make a purchase. This concept indicates that purchase intention reflects a purchaser's intrinsic motivation or readiness to obtain a product following exposure to diverse marketing efforts.These activities may include advertising campaigns, promotional efforts, brand communications, endorsements, or other forms of marketing stimuli that shape consumers' perceptions and evaluations of a product. When consumers develop favorable attitudes toward these marketing efforts, they tend to be better positioned to form greater intentions of purchasing the product being advertised.

In the context of influencer marketing, Purchase intention is defined by Saad et al. (2025) as the consumer's tendency to purchase a product that has been recommended by an influencer. influences serve a significant part to mould customer views by providing product information, sharing personal experiences, and establishing trust with their audiences. Their recommendations can reduce consumers' uncertainty regarding a product, enhance its perceived value, and ultimately increase consumers' confidence in making a purchase decision. Consequently, the credibility and persuasive ability of an influencer significantly contribute to strengthening consumers' purchase intentions.

Furthermore, Cao et al. (2025) explain that within the framework of virtual influencer marketing, that purchasing intention means consumer readiness to buy products offered by virtual influencers on common social media platforms. This intention is reflected in consumers' perceived likelihood of purchasing the promoted products, their readiness to make purchase decisions, and their overall desire to own or use the products. The findings suggest that virtual influencers can effectively stimulate consumers' purchase intentions by delivering engaging, credible, and visually appealing promotional content that resonates with target audiences. As virtual influencers continue to gain popularity, they have become an increasingly influential marketing tool capable of shaping consumer attitudes and encouraging purchase intentions in digital environments.

2.2 Empirical Review and Hypothesis

Ajzen (2011) posits that the Theory of Planned Behavior (TPB) asserts that behavioral intentions is a highly direct determinant for behavior in real life. This intent is influenced via the following main factors, perspectives on the conduct, personal norms, and the perception of behavioral control. In consumer behavior, the intention to purchase denotes the person's motivational preparedness to partake in a buying activity and acts as the immediate precursor to real buying behavior. Accordingly, TPB conceptualizes purchase intention as the psychological mechanism through which cognitive evaluations and social influences are translated into consumer behavior.

Notwithstanding the theoretical framework of the Theory of Planned Behavior (TPB), many previous research investigations have investigated the correlation among digital marketing practices and purchase behavior, concentrating mostly on their direct interaction., without incorporating purchase intention as a mediating construct. This inconsistency between the theoretical assumptions of TPB and empirical research indicates the need for further investigation The intermediary function of purchase intention in the correlation among digital marketing, influencer marketing, & consumer purchasing behavior.

2.2.1 Digital Marketing on Purchase Behavior

Digital marketing significantly influences client purchasing behavior. It encompasses several internet marketing tactics, such scholarly ,social media marketing, marketing via email, web content online marketing, and influencer marketing (Haryadi, 2025). According to Sharma and Venkateswaran (2020), digital marketing enables consumers to conveniently obtain product information, compare prices across different sellers, complete transactions with greater flexibility, and share feedback with businesses. This accessibility enhances the overall consumer decision-making process. According to Mehrabian and Russell's (1974) Stimulus Organism Response (S-O-R) Theory, marketing environments contain external stimuli that impact consumer behavior within the realm of online advertising,elements such as high quality information, user-friendly platforms, attractive promotional offers, and positive online experiences serve as stimuli that can strengthen customer loyalty and encourage purchasing behavior Thus, a proficient marketing digital environment can significantly impact consumer decision-making and enhance the probability of sales.

Francis et al. (2023) conducted an empirical study and found that various forms of digital marketing such as mobile marketing, content marketing, social media marketing, and email marketing have a positive and significant impact on customer purchasing behavior. The findings show that successful digital marketing techniques can raise a product's level of consumer interest, encourage the submission of reviews, and boost purchase intent.. Similarly, in his research, Az-Zahra (2021) found that digital marketing had a major effect on customer behaviour in Indonesia, especially in the process of information search, evaluation, and purchase choice. Consumers can readily obtain product information, evaluate different possibilities and use reviews of other users to make better judgements using various digital channels. Moreover, digital marketing allows organisations to deploy more personalised marketing tactics by exploiting customer behaviour data. This personalisation increases the relevance of promotions to the needs and preferences of the client, contributes to the growth of interest in buy, purchase decisions, consolidation of consumer loyalty. So theoretically and based on prior research results, the more effective the deployment of digital marketing, the greater the inclination of consumers to carry out buy behaviour. Therefore, in this study the following hypothesis is proposed:

H1: Does Digital marketing have a positive influence on consumer purchasing behavior of Ozakazik.co products on the Shopee platform?

2.2.2 Influencer Marketing on Purchase Behavior

Influencer marketing is a marketing method that can affect customer purchasing behaviour through the ability to create trust, rapport, and appeal to their audience. Chopra et al (2021) noted that credible influencers with a strong connection with their followers can create a good attitude of consumers towards a product or brand, thereby influencing consumer behaviour. The Source Credibility Theory (Hovland, Janis, and Kelley, 1953) states that the effectiveness of a communication depends greatly on the credibility of the messenger. This credibility includes the source's competence, trustworthiness and beauty. In the domain of influencer marketing, customers tend to be more responsive to product endorsements from influencers who are regarded to be reputable and informed about the product being advertised. Positive influencer credibility can boost customer trust, ultimately leading to buying behaviour.

Tartaraj et al.'s study from 2024 shows that using influencer marketing on the TikTok social media platform positively affects customer behaviour. Exposure to influencer generated content and high consumer engagement can lead to increased interest and purchase behaviour.

However, the studies conducted by Kanaveedu and Kalapurackal (2024) reveal that the efficacy of influencer marketing depends on several factors such as the attractiveness and trustworthiness of the influencer and the extent of consumers' awareness of the commercial purpose or sponsorship of the material. Consumers viewing the promotion as a mere marketing tool could result in loss of trust in the influencer, which leads to suboptimal impact on purchase behaviour. However, different research findings in general imply that influencer marketing has a tendency to have a beneficial impact on consumer purchasing behaviour.

H2: Does influencer marketing have a positive influence on consumer purchasing behavior of Ozakazik.co products on the Shopee platform?

2.2.3 Digital Marketing on Purchase Intention

In the context of digital marketing, diverse promotional activities conducted via digital media can enhance interest among customers in a product, hence fostering buy intention. Purchasing intention is a significant indicator of a customer's preparedness and likelihood to make a purchase.

Hen & Nhu (2022) claim that the implementation of digital marketing, supported by a content marketing strategy, can improve consumer purchase intention, especially when consumers have a positive opinion of digital marketing activities. The findings indicate that offering interesting and relevant product information through digital media can improve consumer purchase intention.

The correlation among digital marketing and purchase intention can be elucidated through Ajzen's (1991) Theories of planned behaviors (TPB). The Theory in Planned Behavior posits that the primary prediction for a person's behavior is behavioral intentions.. The intention to act is formed through an individual's evaluation of the

information received, attitude towards the activity, subjective norms, and perceptions of the ease of performing the behaviour. In digital marketing, the detailed product information, attractive advertising, accessible information and efficient interactions through digital media can develop the favourable consumer perceptions of the product.

This favourable disposition then leads to greater purchase intention as the consumer is inclined to purchase the product being advertised. The empirical research of Hairudinor and Rusidah (2023) confirms which digital marketing in general is significant and beneficial impact in online purchasing intentions in addition to actual buying decisions among MSMEs in Indonesia . The statistics indicate that better-executed digital marketing methods are associated with higher consumer purchase intentions. Moreover, research performed by Malik et al. (2023) shows that various social commerce elements in digital marketing have a significant impact on buy intentions. Thus, these research findings support the idea that digital marketing may increase purchase intentions by efficient information transmission, productive interactions and expedited product acquisition and evaluation.

H3:Does digital marketing have a positive effect on consumers' purchase intention for Ozakazik.co products on the Shopee platform?

2.2.4 Influencer Marketing on Purchase Intention

The influencers are good for marketing because they are able to build trusting relationships with their followers, especially for young groups like Y and Z (Handayani ,2023). The use of influencers had a significant impact on the new product creation and content appeal. It increases people's interest in the promoted goods. Influencer marketing is linked to purchase intentions due to the trust, authenticity, and emotional proximity influencers have with their audience. A number of studies have indicated that aspects such as credibility, fit with the brand, and connection with an influencer's followers are positively correlated with a consumer's purchase choice. This association is further supported by the Theory of Planned Behaviour (Ajzen, 1991) which states that the main determinant of behaviour is behavioural intention. This is consistent with research by Joyce (2024) that found consumers are more inclined to take suggestions from leaders they believe truly know and have tried the product in question.

Tartaraj et al (2024), found that TikTok Influencers' marketing positively impacts consumers' behaviour, such as making consumers more willing to buy. Moreover, Nguyen et al. (2022) also believed that the positive perception of consumers towards a pushed product that influences their purchase decision can be affected by the trustworthiness a influencer's, intellectual happiness as well their engagement level among followers. Influencer marketing may increase purchase likelihood, research suggest, but only when the influencer is trustworthy, genuine and connects effectively with their audience. The more effective influencer marketing is, the more likely individuals are to buy the marketed product. This is based on the theories underpinning influencer marketing and past studies. So, this is the concept on which this study is built.

H4: Does influencer marketing have a positive impact on consumer purchase intention for Ozakazik.co products on the Shopee platform?

2.2.5 Purchase Intention on Purchase Behavior

Purchase intention denotes a buyer's tendency or readiness to acquire a product or service, influenced by several factors including personal needs, reputation, and recommendations from credible sources (Fuady et al., 2020). It represents an early stage in the consumer decision-making process and is often used to predict the likelihood of future purchasing behavior (Anggetha & Albari, 2024). This intention is eventually reflected in actual consumer behavior, as it leads to concrete actions in acquiring a specific product or service (Nasution, 2021).

Wijoyo et al. (2020) further describe purchase intention as the stage in which consumers evaluate multiple brands within their consideration set and select the alternative that best matches their preferences and perceived benefits. This process illustrates that purchase intention emerges when consumers demonstrate interest in a product after being exposed to marketing stimuli designed to influence their evaluation and encourage purchase. Kotler and Keller also emphasize that consumer behavior encompasses the processes wherein people, groups, and organisations choose, buy, use, and discard goods and services to meet their needs and desires.

Supporting this view, Amin and Tarun (2021), It was shown that there is a positive and significant relationship between purchase intention and actual purchasing behaviour. This means that the more intent there is to own a product, the higher the possibility that one will actually buy it. It is clear from both theory and practice that purchase intention significantly affects actual purchase behaviour. Consequently, the following are the study's hypotheses:

H4: Does Purchase intention have a positive impact on consumer purchase behavior for Ozakazik.co products on the Shopee platform

2.2.6 Purchase Intention

According to Ajzen (1991), in the Theory of Planned Behavior (TPB), behavioral intention is the primary determinant of whether a behavior will occur. People form intentions before acting, and these intentions are based on their attitudes toward the activity, subjective norms, perceived behavioral control, and information from the environment. Thus, behavioral intention is a psychological process that links various environmental conditions to actual behavior. In this study, these external factors are digital marketing and influencer marketing. Digital marketing, including social media, digital advertising, SEO, and email marketing, helps generate awareness, provide

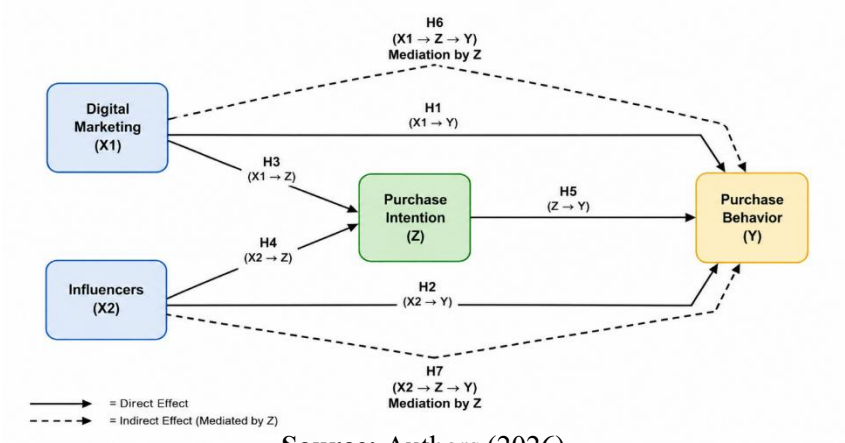
information, and build positive consumer attitudes toward a product. Influencer marketing, on the other hand, uses the credibility, experience, and trustworthiness of influencers to increase consumer interest and trust in the advertised product. However, the effects of these two marketing methods usually do not directly lead to purchase behavior, but first build purchase intention, which then triggers purchase behavior.

This is in line with what Kotler and Keller (2016) said, that a customer's buying intention is a critical step before they actually buy. A customer's propensity to buy a product is directly proportional to their level of interest in, and confidence in, that product. Prior studies have likewise found this correlation to be true. Both the intent to buy and the actual act of buying are positively affected by digital marketing, according to research by Hairudinor and Rusidah (2023). Customers are more likely to trust and buy from an influencer if they perceive them as credible, according to research by Lou and Yuan (2019). To add to that, Kanaveedu and Kalapurackal (2024) shown that consumers' intent to buy mediates the impact of influencer marketing on their actions. In light of the theoretical framework and the results of earlier studies, it can be concluded that purchase intentions mediate the influence of digital marketing and influencer marketing on purchasing behavior. In this study, we assume that purchase intentions act as a mediator between both the impact for digital marketing in buying behaviour and an impact of influencer marketing in buying habits.

H6: Purchase Intention mediates the influence of Digital Marketing on Purchase Behavior.

H7: Purchase Intention mediates the influence of Influencer Marketing on Purchase Behavior.

2.3 Conceptual Framework



Source: Authors (2026)

2.4 Hypothesis Development

Based on previous research and findings, this study designs a model to analyze and examine the influence of digital marketing and influencer marketing on purchasing behavior. In this study, purchase intention serves as a mediating variable. This means that digital marketing and influencer marketing can influence purchase intention, which in turn can influence purchasing behavior. Therefore, the framework can determine the following research hypotheses:

1. H1: Digital marketing (X1) influences purchase behavior (Y).
2. H2 Influencers (X2) influence purchase behavior (Y).
3. H3: Digital marketing (X1) influences purchase intention (Z).
4. H4: Influencers (X2) influence purchase intention (Z).
5. H5: purchase intention (Z) influences Purchase behavior (Y)
6. H6: Digital marketing (X1) influences purchasing behavior (Y) through purchase intention (Y).
7. H7: Influencers marketing (X2) influence purchase behavior (Y) through purchase intention (Z).

3. RESEARCH METHODOLOGY

The research employs an associative research design and a quantitative research methodology. According to Sugiyono (2019), the associative approach aims to determine the extent of the relationship between two or more variables. Purchase intention served as a mediating variable in this study's investigation of the impact of influencer and digital marketing on consumer behaviour. Therefore, it can be used to analyse the direct and indirect interactions between variables. In this study, data were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS).

3.1 Population and Sample

Sugiyono (2019) explains that a population is a group of objects or subjects that share common characteristics and have a specific size and set of characteristics, as determined by the researcher for the purposes of the study, and it is from this group that conclusions are subsequently drawn. Meanwhile, according to Sugiyono (2019), a sample is a subset of the population and its characteristics. The respondent criteria in this study were consumers who had

purchased ozakazik.co products within a three-month period. Based on data on 61 Ozakazik consumers over the past three months, all of these consumers were selected as respondents. Therefore, this study used 61 respondents (saturated sampling).

3.2 Data Collection Techniques

The data used in this study came from an online survey that was administered using Google Forms. According to Sugiyono (2019), primary data is information that researchers get straight from the source in order to meet their research requirements. The questionnaire link was shared on social media. The criteria for respondents to this survey were consumers who had purchased ozakazik.co products within a period of three months. According to data obtained from Ozakazik customers, there were 61 people over the past 3 months and all of them were selected as respondents. Therefore, this study used 61 respondents (saturated sample). Prior to completing off the survey, participants received information or explained about data security and confidentiality. The survey employed a Likert scale for every question. Sugiyono (2019) states that the Likert Scale can be utilised to gauge collective sentiments, views, and impressions of social phenomena. Every item in the research that used the Likert scale had a five-point rating: 1 for Strongly Disagree (STS), 2 for Disagree (TS), 3 for Neutral (N), 4 for Agree (S), and 5 for Strongly Agree (SS).

3.3 Variable Measurement

In this study, multiple indicator dimensions taken from previous research were used to assess each variable. Digital marketing factors were measured using four dimensions: Brand Awareness, Engagement, Social Media Marketing, and Content Marketing. Brand Awareness refers to a consumer's capacity to recall or identify a brand. Engagement is a consumer's interaction with a brand through digital media. Social Media Marketing involves utilizing social media as a promotional marketing instrument, whereas material Marketing refers to the effective creation and dissemination of material that is pertinent and helpful to the target audience (Bermúdez-Mauricio et al., 2025; Nurjaya et al., 2025; Anita & Faik, 2025; Soto et al., 2024)

Influencer marketing was measured based on influencer characteristics, content attributes, and consumer impact. Influencer characteristics include credibility, attractiveness, and closeness (Boateng, 2026; Vašaničová & Kosťová, 2025). Content quality is measured based on information value, entertainment value, and frequency (Fernando et al., 2021; Fernando et al., 2024).The influence variable on customers is measured by trust, engagement, and purchase intention (Hodorová et al., 2024; Fernando et al., 2021. Additionally, Purchase Intention Ferdinand (in Salim & Widaningsih, 2017, p. 523) posits that purchasing intention is assessed by four types of indicators, which include transaction passion, referential interest, preferential interest, and exploratory interest. Transactional interest may signify a consumer's intent to acquire the product.

The term referring to desire denotes a consumer's inclination to advocate for a purchased goods to others. Preferential interest is characterized according to a consumer primary preference for a product, while exploratory interest is the extent to which a consumer is willing to seek further information about a product before purchasing it. According to Sunyoto (2018), consumer behavior has three indicators, namely individual elements including demand, brand perception, attitudes, demographic characteristics, lifestyle, and consumer personality. Second, environmental influences which are the influence of relatives, peers, or reference groups, and also the social environment that can shape consumer preferences for a product or brand. Third, marketing stimulation factors are various methods implemented by companies such as product policies, pricing, promotions, and distribution. These techniques aim to influence consumer behavior in making purchases.

4. RESULT AND DISCUSSION

Statistics utilized in this research have data collected from respondents who voluntarily filled out each question through a questionnaireThe. Respondent data in the study are described in detail in Chapter 4. The data were analyzed utilizing the Partial Least Squares-Structural Equation Modeling (PLS-SEM) methodology via SmartPLS software, while statistical tests took place to assess the impact of digital marketing and influencer marketing on purchasing behavior, in both direct and indirect ways through purchase intention to be the mediator variable.

4.1 Measurement Model Analysis (Outer Model)

1. Validity Test

Two distinct components are employed to evaluate the validity results: convergent validity and discriminant validity.

a) Convergent Validity

The findings of Convergent Validity indicate that all measurements within this paper were credible, as the loading factor associated with each metric exceeds 0.7.

Table 2. Loading Factor Values

Indicator	(X1) Digital Marketing	(X2) Influencer Marketing	(Y) Purchase Behavior	(Z) Purchase Intention
X 1.1	0,847			
X 1.2	0,818			
X 1.3	0,852			

Indicator	(X1) Digital Marketing	(X2) Influencer Marketing	(Y) Purchase Behavior	(Z) Purchase Intention
X 1.4	0,850			
X1.5	0,876			
X1.6	0,823			
X2.1		0,896		
X2.2		0,880		
X2.3		0,751		
X2.4		0,874		
X2.5		0,794		
Y1.1			0,802	
Y1.2			0,888	
Y1.3			0,860	
Y1.4			0,883	
Y1.5			0,863	
Z1.1				0,889
Z1.2				0,861
Z1.3				0,797
Z1.4				0,899
Z1.5				0,873
Z1.6				0,829
Z1.7				0,882
Z1.8				0,892

Source: Authors (2026)

The results from Table 2 above indicate all indices used within the research have reliable and valid. This is predicated on the claim that the precise factor loading value for each indication exceeds 0.7. The illustration below presents the outcomes of the factor loading assessment conducted in the SmartPLS application

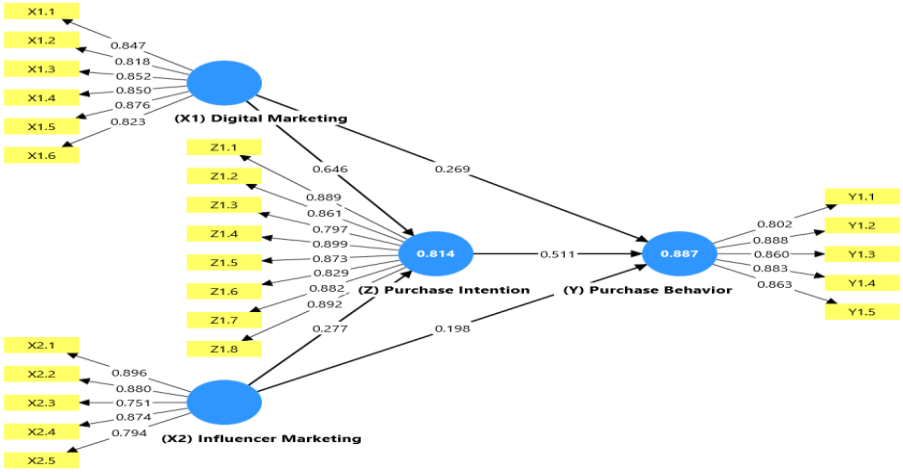


Figure 1. Loading Factor Test Results

Source: Authors (2026)

The Average Variance Extracted (AVE) serves as an additional validity measure, with a recommended minimum value of 0.50. The findings indicate that Purchase Intention achieved the highest AVE (0.750), whereas Influencer Marketing recorded the lowest value (0.707).

Table 3. Average Variance Extracted (AVE) Value

Variables	Average variance extracted (AVE)
(X1) Digital Marketing	0,713
(X2) Influencer Marketing	0,707
(Y) Purchase Behavior	0,739

Variables	Average variance extracted (AVE)
(Z) Purchase Intention	0,750

Source: Authors (2026)

The results presented in Table 3 indicate that all constructs have AVE values greater than 0.50. Accordingly, the factor loadings and AVE values meet the established requirements for convergent validity.

b) Discriminant Validity

In discriminant validity, several tests are conducted, including examining cross-loading values.

- Cross loading.

Table 4. *Cross loading Valaue*

Indicator	(X1) Digital Marketing	(X2) Influencer Marketing	(Y) Purchase Behavior	(Z) Purchase Intention
X1.1	0,847	0,709	0,793	0,762
X1.2	0,818	0,657	0,776	0,781
X1.3	0,852	0,833	0,737	0,768
X1.4	0,850	0,776	0,692	0,667
X1.5	0,876	0,779	0,780	0,742
X1.6	0,823	0,777	0,785	0,793
X2.1	0,790	0,896	0,821	0,809
X2.2	0,812	0,880	0,821	0,792
X2.3	0,659	0,751	0,654	0,624
X2.4	0,812	0,874	0,753	0,731
X2.5	0,665	0,794	0,596	0,603
Y1.1	0,755	0,769	0,802	0,769
Y1.2	0,800	0,828	0,888	0,799
Y1.3	0,757	0,742	0,860	0,793
Y1.4	0,767	0,706	0,883	0,798
Y1.5	0,801	0,716	0,863	0,798
Z1.1	0,781	0,697	0,805	0,889
Z1.2	0,807	0,772	0,790	0,861
Z1.3	0,685	0,758	0,777	0,797
Z1.4	0,773	0,748	0,798	0,899
Z1.5	0,773	0,742	0,780	0,873
Z1.6	0,737	0,670	0,780	0,829
Z1.7	0,788	0,770	0,821	0,882
Z1.8	0,837	0,758	0,826	0,892

Source: Authors (2026)

The data in the table above indicate that the values for each cross-loading factor variable exceed 0.7, signifying that the variables in this study fulfil the established criteria.

1. Reliability Test

a) Cronbach's Alpha

The table presented above indicates that all data points within each variable have satisfied the reliability test criteria, specifically a Cronbach's alpha value over 0.6.

Table 5. *Cronbach's Alpha*

Variables	Cronbach's alpha
(X1) Digital Marketing	0,919
(X2) Influencer Marketing	0,895
(Y) Purchase Behavior	0,911
(Z) Purchase Intention	0,952

Source: Authors (2026)

The table presented above indicates that all data points within each variable have satisfied the reliability test criteria, specifically a Cronbach's alpha value over 0.6.

b) Composite Reliability

Composite reliability is applied to test the internal consistency of indicators within each construct, with a recommended threshold of 0.70. Values above this level indicate satisfactory reliability. The results are presented below.

Table 6. *Composite Reliability Values*

Variables	Composite reliability
(X1) Digital Marketing	0,920
(X2) Influencer Marketing	0,908
(Y) Purchase Behavior	0,912
(Z) Purchase Intention	0,953

Source: Authors (2026)

The table above shows that all variables have a composite reliability value >0.7. Therefore, it can be concluded that all variables in this study meet the requirements. Therefore, this research can proceed to the inner mode

2. Structural Model Analysis (Inner Model)

1) Goodness of Fit Test

a) R Squarel testing stage.

Table 7. *R-Square*

Variables	R-square
(Y) Purchase Behavior	0,887
(Z) Purchase Intention	0,814

Source: Authors (2026)

Table 7 shows that the R-squared value of the Purchase Behaviour variable is 0.887. The Digital Marketing and Influencer Marketing variables explain 88.7% of the Purchase Behaviour variable, as indicated by this result. Additional factors affect the balance of 11.3%. The R-squared value associated with the Purchase Intention variable is 0.814. This signifies that the Purchase Intention v is influenced by the Digital Marketing and Influencer Marketing factors by 81.4%, with the remaining 18.6% attributable to other.

c) F-Square

The impact size (f2) is a measure for evaluating the model's inverse, according to Ghozali (2021:73–74). We classify the f 2 values as follows: weak (0.02), moderate (0.15), and strong (0.35).

Table 8. F-Square Values

Variables	(Y) Purchase Behavior	(Z) Purchase Intention
(X1) Digital Marketing	0,089	0,452
X2) Influencer Marketing	0,065	0,083
(Z) Purchase Intention	0,432	

Source: Authors (2026)

The table indicates that the digital marketing variable exerts a 0.089 (weak) influence on the Purchase Behaviour variable and a 0.452 (high) influence on the purchase Intention variable. The influencer marketing variable has a 0.065 (weak) influence on the purchase behavior variable and a 0.083 (weak) influence on the purchase intention variable. The purchase pntention variable has a 0.432 (strong) influence on the purchase behavior variable.

c) *Q2 PLS Predict*

PLS model evaluation was also performed using Q2 PLS Predict. This can be seen in the table below.

Table 9. PLS Prediction Values

Variables	Q^2predict
(Y) Purchase Behavior	0,833
(Z) Purchase Intention	0,807

Source: Authors (2026)

The PLS prediction values for the Purchase Behavior and Purchase Intention variables had been 0.833 as well as 0.807, correspondingly, both exceeding the minimum requirement of 0. It suggests which the model used within this research explains 83.3% of the overall variability in Purchase Behavior and 80.7% of the variability to purchasing intention. The remaining 16.7% and 19.3% of the variability in these variables, respectively, are ascribed to elements beyond the purview of this investigation. The results provide a robust goodness-of-fit, demonstrating that the suggested model adequately explains the data.

d) Model Fit

This value signifies the degree to which the examined concept aligns with the data. The result signifies the aggregate percentage that reflects the model's worth. The subsequent results pertain to the Model Fit of the study model.

Table 10.Model Fit

Data	Saturated model	Estimated model
SRMR	0,067	0,067
d_ULS	1,344	1,344
d_G	2,203	2,203
Chi-square	558,669	558,669
NFI	0,699	0,699

Source: Authors (2026)

Based on the calculations performed. With a value of 0.067, the Standardised Root Mean Square Residual (SRMR) fell short of the 0.10 threshold. On top of that, with an NFI of 0.699, we are quite near to the perfect value of 1. These two indices of model fit suggest that the data utilised in this study are representative of the model, and the model is therefore considered to have fit the data well.

3. Hypothesis Testing

Table 11. Hypothesis Test Results

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
(X1) Digital Marketing > (Y) Purchase Behavior	0,269	0,271	0,120	2,247	0,025
(X1) Digital Marketing > (Z) Purchase Intention	0,646	0,647	0,156	4,135	0,000
(X2) Influencer Marketing > (Y) Purchase Behavior	0,198	0,207	0,090	2,200	0,028
(X2) Influencer Marketing > (Z) Purchase Intention	0,277	0,274	0,160	1,727	0,084
(Z) Purchase Intention -> (Y) Purchase Behavior	0,511	0,501	0,121	4,222	0,000
(X1) Digital Marketing -> (Z) Purchase Intention -> (Y) Purchase Behavior	0,330	0,324	0,115	2,861	0,004
(X2) Influencer Marketing > (Z) Purchase Intention > (Y) Purchase Behavior	0,141	0,136	0,090	1,571	0,116

Source: Authors (2026)

The test conditions stipulate that the T Statistic value must exceed 1.96 and the P value must be less than 0.05. If the outcomes of both are consistent with these provisions, then Ha is considered valid and H0 is denied. If the results of both data cannot be met, then H0 is accepted and Ha is rejected. The author's test results indicate that digital marketing exerts a positive and significant impact on purchasing behaviour, corroborated by a regression value of 0.029, a T value of 2.247, and a P value of 0.025. In addition, digital marketing also has a positive and significant influence on purchasing interest, this is based on the regression value of 0.646, the value of T of 4.135 and the value of P of 0.00. The data indicates that extensive and ongoing digital marketing correlates with increased purchasing interest and consumer behaviour. Results showing a regression of 0.198, a T of 2.200, and a P of 0.028 show that influencer marketing has a positive and statistically significant effect on consumer behaviour. apart from influencer marketing's effect on consumers' propensity to buy. According to the data, influencer marketing does not affect consumers' propensity to make a purchase. Regression coefficient: 0.227, T-value: 1.727, and P-value: 0.084 are all shown by the data. A T value of 0.511, a T value of 4.22, and a T value of 0.000 show that the analysis of purchasing intention has a positive and significant influence on buyer behaviour. Regression coefficient of 0.330, t-value of 2.861, and p-value of 0.004 all point to purchase value's positive and statistically significant indirect influence as a mediator between digital marketing and buyer behaviour. The impact was so small that purchase intention could only be described as a middle ground between influencer marketing and actual consumer action. With a T-value of 1.571 and a P-value of 0.116, the data showed a regression value of 0.141.

5. CONCLUSION

5.1Conslusion

Results from the research which was carried out demonstrate how digital marketing has an important and positive impact on purchasing behavior, it was based on the outcome of the data showing the resulting regression has a value for 0.269, a value for T of 2.247 along with a value for P of 0.0025. This indicates that higher quality and more intensive implementation of digital marketing leads to stronger consumer purchasing behavior. In addition, the hypothesis testing shows that digital marketing has a notable and favourable influence on the intention to buy (β =

0.646; t = 4.235; p < 0.001), suggesting that digital marketing not only influences purchasing behavior but also shapes consumers' intention to buy.

Both this inquiry and its predecessors have found something similar. According to Francis et al. (2023), various digital marketing tactics, such email marketing, can influence customers' buying decisions. This shows that digital marketing has a significant and positive effect on consumer purchasing behaviour. Research conducted by Hairudinor and Rusidah (2023) supported the idea that digital marketing has a significant effect on the intention to purchase online among MSMEs in Indonesia. The results of this study provide credence to the idea that digital marketing strategies greatly increase consumers' propensity to make a purchase.

The data analysis validated the hypothesis regarding the impact of influencer marketing on purchasing behaviour. This is evidenced by a path coefficient of 0.198, a t-value of 2.200, and a p-value of 0.028, showing a positive and significant impact of influencer marketing on purchase behaviour, indicating a positive and significant relationship. Accordingly, influencer marketing can be concluded to significantly influence consumer purchasing behavior. This finding is consistent with the view of Chopra et al. (2021), who emphasize that influencer marketing shapes consumer behavior through trust, personal relevance, and inspirational content delivered by influencers. Similarly, Allende et al. (2024) highlight the efficacy of influencer marketing is affected by the perceived authenticity and credibility of the influencer. However, the results differ regarding its effect on purchase intention, where influencer marketing shows an insignificant relationship (β = 0.277; t = 1.727; p = 0.084), indicating that it does not significantly affect consumers' intention to purchase.

Hypothesis concerning the influence of purchasing intent on purchasing behaviour was corroborated by the data analysis results. This is evidenced by a regression coefficient of 0.511, a t-value of 4.22, and a p-value of 0.000. The results demonstrate that purchase intention exerts a favourable and significant impact on purchasing behaviour. Therefore, it indicates how a stronger buyer intention among consumers correlates with a higher likelihood of actual purchasing behaviour. The mediation test results demonstrate that purchase intention significantly mediates the relationship between digital marketing and purchasing behaviour. A t-value of 2.861, a p-value of 0.004, and a regression coefficient of 0.330 all point to the same conclusion. Influencer marketing and consumer behaviour do seem to be related, although it is unclear whether or not purchase intention mediates this relationship. Indirect effects on relationships are not supported by the data, as shown by the following: a regression coefficient of 0.141, a t value of 1.571, and a p value of 0.116. All things considered, when it comes to increasing consumers' propensity to make a purchase, digital marketing outperforms influencer marketing.

5.2 Recommendations for Future Researchers

Further researchers are advised to conduct research with a larger number of respondents and a broader geographic coverage to ensure greater generalizability of the results. Furthermore, research can be conducted on different objects, online retailers, and social network sites to determine the consistency of the impact of the field of digital marketing, influencer marketing, a purchase intention, as well as purchasing behaviour across different contexts. Future researchers are also advised to use a longer research period and more diverse data collection methods to get greater detailed and precise findings regarding consumer purchasing behavior.

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