



## What Drives the Purchase of MSME Products? The Role of Social Media Marketing in Emerging Markets

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### Abstract

This research aims to identify external factors that influence purchase intention in the use of social media for Micro, Small and Medium Enterprises (MSMEs) in emerging markets, focusing on how user attitudes towards social media marketing strategies can influence consumer intentions to purchase MSME products. Quantitative approach is used with an explanatory research type, by collecting survey data from 413 social media users who engage with MSME products in East Java, Indonesia. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to determine the significance of each factor. The results show that interactivity, informativeness, word of mouth (WOM), personalization, trendiness, entertainment, usefulness, and flow experience significantly positively affect Purchase Intention. Conversely, Irritation has a negative effect. User attitude towards social media is an important mediating factor that strengthens the influence of these variables on purchase intention, suggesting that positive experiences on social media can increase consumers' likelihood of purchase. Limitation of this study is conducted only within specific geographical area (East Java), which may affect the generalizability of the results. Further research can be conducted with a broader sample to validate these findings in other regions and markets. This research provides insights into the role of social media attributes and user experience in driving Purchase Intention in the MSME sector in emerging markets. It highlights the importance of positive user attitudes, thus filling the research gap regarding the impact of social media on consumer behavior in the context of MSMEs.

**Keywords** *External Factors, Flow Experience, Attitude, Purchase Intention, S-O-R theory*

### INTRODUCTION

The presence of social media has exceeded its limitations as a platform for social interaction. Now, social media is one of the main pillars for business activities and digital marketing strategies, especially for Micro, Small and Medium Enterprises (MSMEs) (Maria et al., 2024). Some of the reasons for using social media as an option in buying MSME products include the high activity of potential customers on social media, as well as the ease of interacting with sellers and other consumers. In 2024, there were 167 million social media users in Indonesia, with the majority of users aged 20-29 years. This large number of users provides market opportunities that can be accessed by MSMEs that use social media as a marketing tool (Hazzam, 2022; Auliandri et al., 2022). Most MSMEs in various sectors use social media as a marketing medium for reasons of effectiveness and efficiency (Nekmahmud et al., 2022; Bidayati, 2017).

Compared to traditional communication channels such as radio, newspaper, or TV, social media is more efficient for MSMEs that generally have limited capital. Social media offers various attractive features, one of which is personalization that allows MSMEs to provide services that suit individual consumer needs (Kucukusta et al., 2015). In addition, social media is able to present trends, entertainment, and information sources that are considered more effective than traditional media. However, social media can also cause irritation for consumers, which can affect purchase intentions (Alameer et al., 2022), because disturbing content can lead to negative attitudes towards

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brands and reduce the value of advertisements (Acikgoz & Burnaz, 2021).

Purchase intention is a strong relationship between consumer attitudes and preferences for certain brands or products (Hati & Daningsih, 2022). Attitudes towards a brand's social media are influenced by various factors such as interactivity, information, WOM, personalization, trends, entertainment, benefits, and irritation (Arli, 2017; Zaremohzzabieh et al., 2021). Social media not only increases brand awareness through engaging content, but also builds consumer loyalty through direct interaction (Zhang et al., 2023; Purwono et al., 2021).

However, not all MSMEs have the optimal ability to utilize social media for marketing. The data shown that of 35% MSMEs in Indonesia have not optimally utilized digital technology in their business operations, according to The Indonesia Ministry of Cooperative and MSMEs (Aryo, 2024). In fact, MSMEs are the pillar of economic support in Indonesia, contributing more than 60% of Indonesia's GDP and employing around 96% of the workforce. Of course, this is an urgency that must be resolved immediately. Many obstacles are faced by MSMEs in the country in adopting social media effectively, including lack of training, product innovation, and limited digital promotion (Srinita & Saputra, 2023). In addition, there is still a lack of knowledge regarding MSMEs' knowledge of use of social media content. Previous research only discusses the influence of features such as interactivity, relevance, and information on social media on MSME purchase intentions (Alalwan, 2018; Arli et al., 2017; Yadav & Rahman, 2018). However, there are not many studies that discuss in more depth what factors affect the success of MSMEs in using social media. Furthermore, this study adds several variables, such as flow experience, trendiness, entertainment, etc., which will enrich the knowledge. In addition, specifically, this research develops models from TAM and S-O-R theory, which are very suitable for consumers in Indonesia who predominantly use social media to interact with consumers. This research aims to identify external factors that contribute positively to the marketing success of MSMEs on social media. It focuses on how positive user attitudes can drive engagement, brand awareness, loyalty, and purchase intent. With this knowledge, MSME social media managers can create creative content that builds positive attitudes, thereby increasing consumer purchase intent.

This research wants to analyze the social media factors that influence purchase intent on MSME products so that it can support the success of MSMEs in implementing social media marketing strategies. It will connect previous studies with empirical analysis of the influence of various variables in driving purchase intentions.

## LITERATURE REVIEW

### Theory of Acceptance Model (TAM)

Davis (1989) introduced the Technology Acceptance Model (TAM), which examines how individuals accept and utilize technology. The model comprises two primary components: perceived usefulness, which reflects the belief that technology enhances performance, and perceived ease of use, which indicates the belief that technology is user-friendly. This framework was subsequently expanded into TAM 2 by Venkatesh and Davis (2000), incorporating social influence and experience as additional factors that shape users' intentions to adopt technology. In the context of micro, small, and medium enterprises (MSMEs) on social media, this concept suggests that consumers find purchasing MSME products through social media to be more straightforward and practical. However, negative experiences can adversely impact potential buyers' perceptions (Simbolon, 2020).

### S-O-R Model

Riley et al. (1954) introduced the stimulus-organism-response (S-O-R) theory, which posits that human behavior is shaped by three components: stimulus (the message), organism (the

receiver), and response (the resulting behavior change). In marketing communication, messages disseminated through MSME social media platforms (the stimulus) are processed by users, leading to changes in attitudes or behaviors (the response). This model illustrates that an effective stimulus can elicit positive responses, such as increased purchase intentions (Yasir, 2009; Fisher, 1990).

### **Flow Theory**

Introducing Flow Theory describes a state of complete engagement in an activity. Flow occurs when there is a harmonious balance between challenge and skill, resulting in deep focus, a diminished sense of self-awareness, and total control. In the context of social media, flow not only encourages consumers to engage more with content related to micro, small, and medium enterprises (MSMEs) but also makes them more receptive to marketed products and more likely to make impulse purchases (Csikszentmihalyi, 1990).

### **Social Media Marketing and MSMEs**

Tjiptono (2015) explains that social media is an internet-based technology that enables two-way communication between companies and consumers as well as among consumers. Social media provides opportunities for MSMEs to reach a wider audience through personalized, informative, and interactive content. Dharma et al. (2022) emphasized the importance of social media for MSMEs because social media allows MSMEs to communicate directly with consumers, create brand awareness, and increase loyalty and sales. Based on the literature review above, the research hypothesis development can be formulated:

### **The Effect of Interactivity on Purchase Intention**

Interactivity enhances two-way communication between users and brands, strengthening emotional connection and product understanding, thereby increasing purchase intention (Rafaeli & Sudweeks, 1997). Research shows that user engagement with brand content on social media positively influences purchase intention. Social media interaction is important in increasing consumer purchase intention (Voorveld, 2009; Purba et al., 2024). In the context of MSMEs, the use of content that uses interactivity can attract consumers to be actively involved in conversations with MSME brands; this will create a sense of closeness between consumers and brands, resulting in purchase intentions. Based on this description, a hypothesis is obtained in the form of:

H1: Interactivity has a positive effect on purchase intention.

### **Effect of Informativeness on Purchase Intention**

Informativeness is the ability of content to provide useful information that affects consumers' understanding and perception of the product (Ducoffe, 1995). Informative content increases purchase intention by providing relevant information and assisting consumers in decision-making (Wang et al., 2009). Informativeness in marketing messages has been shown to encourage purchase intentions (Pavlou & Stewardt, 2000). Informative content is needed by consumers so that consumers understand more about the advantages, benefits and uses of the product. The information available can make consumers more confident in purchasing MSME products. Based on this description, the hypothesis is obtained in the form:

H2: Informativeness has a positive effect on purchase intention.

### **The Effect of Word of Mouth on Purchase Intention**

Word of Mouth (WOM) is the spread of information from one individual to another, which has a stronger influence than direct advertising because it increases trust in the product (Arndt, 1976). Studies show that WOM increases consumer purchase intention, primarily through social

media (Jalilvand & Samiei, 2012). Trusted WOM tends to increase consumer purchasing decisions (Park & Lee, 2009; Agustina et al., 2016). WOM is very useful for convincing new consumers to make purchases, especially MSME products, where most MSME brands do not have a strong brand. Based on this description, the hypothesis is obtained in the form:

H3: Word of mouth has a positive effect on purchase intention

#### **Effect of Personalization on Purchase Intention**

Personalization enables customization of products or messages according to consumer preferences, which increases consumer relevance and engagement (Sundar & Marathe, 2010). Several studies confirm that personalization increases consumer satisfaction and purchase intention in digital marketing (Ho & Kwok, 2003). Personalization in online advertising increases consumer engagement, thereby increasing purchase intention (Tam & Ho, 2005). Personalized messages such as product recommendations that suit consumer needs to make consumers feel facilitated in finding information that can increase consumer purchase intentions for MSME products. Based on this description, a hypothesis is obtained in the form:

H4: Personalization has a positive effect on purchase intention.

#### **Effect of Trendiness on Purchase Intention**

Trendiness, the ability of a product or brand to follow trends, attracts consumer attention and creates a perception of exclusivity, which positively impacts purchase intention (Schiffman & Wisenblit, 2019). Several studies have shown that "trendy" products increase attractiveness and purchase intention (Gentina et al., 2014; Zhao & Belk, 2008; Batra et al., 2012). Today's consumer purchases follow the latest trends. MSME products that follow the latest trends can be displayed in social media content, which makes it easier for consumers to find the latest products. Based on this description, a hypothesis is obtained in the form of:

H5: Trendiness has a positive effect on purchase intention.

#### **The Effect of Entertainment on Purchase Intention**

Entertainment in marketing content attracts attention and increases consumers' emotional engagement, thereby influencing purchase intention (Hirschman & Holbrook, 1982). Research shows that entertaining content can create positive experiences and strengthen relationships (Hsu, 2012; Liu et al., 2015). Funny, entertaining content can make consumers feel happy and increase consumer interest in buying MSME products. Based on this description, a hypothesis is obtained in the form of:

H6: Entertainment has a positive effect on purchase intention.

#### **Effect of Usefulness on Purchase Intention**

Usability refers to the extent to which the content helps consumers in decision-making. According to the Technology Acceptance Model (TAM), the perceived usefulness of marketing content significantly influences purchase intention (Davis, 1989). Research supports that applicable content encourages consumers to buy (Pavlou, 2003). Marketing content that consumers find helpful on social media increases the likelihood of purchase (Ling et al., 2010). On social media, various MSME products are offered. This makes it easier and more efficient for consumers to find products, so this has an impact on consumer purchase intentions. Based on this description, a hypothesis is obtained in the form:

H7: Usefulness has a positive effect on purchase intention.

#### **Effect of Irritation on Purchase Intention**

Irritation occurs when advertising annoys, reducing positive perceptions of the product (Ducoffe, 1995). Studies show that intrusive ads decrease consumer purchase intentions (Edwards et al., 2022). Mobile advertisements considered intrusive or invasive tend to cause adverse reactions from consumers (Tsang et al., 2004). In social media, various types of content are available (including MSME products). However, due to the large amount of information and advertisements that appear on social media, consumers feel disturbed. Too many advertisements can disturb consumers because the use of social media is usually done to find pleasure; besides that, advertisements that often appear will make people bored and bored in using social media. Based on this description, the hypothesis is obtained in the form of:

H8: Irritation has a negative effect on purchase intention.

### Effect of Flow Experience on Purchase Intention

Flow experience is a state of being absorbed in an activity, increasing user engagement and influencing purchase intention (Csikszentmihalyi, 2008). Results from previous research reveal that flow experiences increase emotional engagement and encourage purchases (Hoffman & Novak, 1996; Herrando et al., 2022). Absorbing content from MSMEs makes consumers feel enjoyable so that it does not feel like they are spending too much time on social media, which leads to unexpected purchases. Based on this description, the hypothesis is obtained in the form of:

H9: Flow experience has a positive effect on purchase intention.

### The Effect of Attitude on Purchase Intention

Attitude or positive attitude toward brands strongly predicts purchase intention (Edward & Ajzen, 1975). Previous studies have shown that a positive attitude towards an advertisement or product directly increases purchase intention (Spears & Singh, 2004; Mackenzie & Belch, 1986; Goldsmith et al., 2000). Social media makes it easier for consumers and brands to build consumer relationships through the features provided so that consumers feel more comfortable and can spend quality time. The convenience presented by social media provides satisfaction with the use of social media. Based on this description, a hypothesis is obtained in the form of:

H10: Attitude has a positive effect on purchase intention.

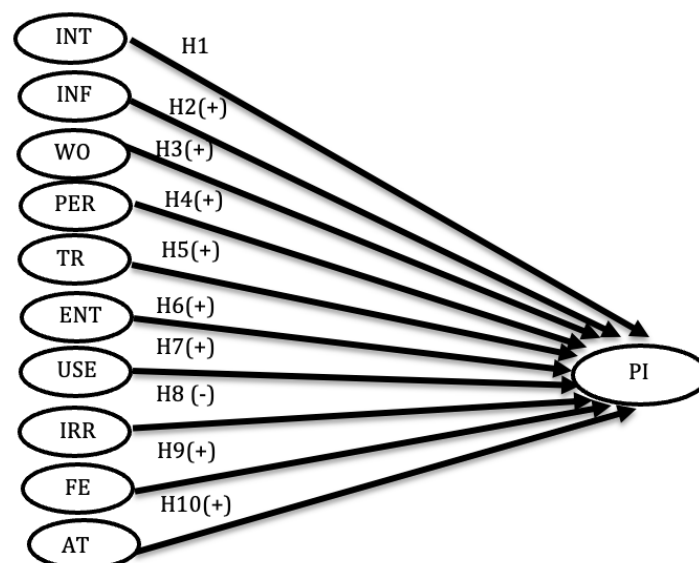


Figure 1. Research Model

## RESEARCH METHOD



This research uses a quantitative approach with an explanatory research type to test hypotheses and analyze relationships between variables. Data was collected through a questionnaire conducted hybrid online and offline in East Java, with a sample representing the population of Indonesian MSME social media users aged 17-50 years. The population in this study consisted of social media users in the Surabaya, Malang, and Pamekasan areas. The criteria for respondents in this study are as follows: (1) At least 17 years old (inclusion criteria), and (2) Having an account and using social media to buy products (exclusion criteria). This requirement was determined so that respondents who filled in were only those who had experience interacting with or buying MSME products through social media. The questionnaire was only given to respondents who were actually in that age range who had experience interacting or transacting through social media platforms. The distribution of questionnaires was carried out both online and offline. The team provided assistance to minimize bias for offline distribution. The convenience sampling technique was used with a total of 413 respondents, consisting of 313 online respondents and 100 offline respondents, so that the sample could represent the relevant population characteristics.

The measurements in this study use a Likert scale to measure respondents' attitudes, opinions, and perceptions of the social phenomena under study. The Likert scale consists of five levels of response, ranging from "strongly agree" to "strongly disagree". There are several measurement items used in this study, namely interactivity measured using three items adapted from [Yadav and Rahman \(2018\)](#), informativeness using three items adapted from [Zhang et al. \(2014\)](#); [Zhang et al. \(2016\)](#); [Kim \(2015\)](#), word of mouth using three items adapted from [Hwang et al. 2014](#) and [Hsu et al. 2013](#), personalization uses three items adapted from [Srinivasan et al. \(2002\)](#); [Kassim and Ismail \(2009\)](#); [Kim & Ko \(2012\)](#), trendiness uses adapted from [Yadav and Rahman \(2017b\)](#); [Kim & Ko \(2012\)](#), entertainment uses three items adapted from [Yadav and Rahman \(2017b\)](#); [Kim & Ko \(2012\)](#), usefulness is measured by three items adapted from [Davis' \(1989\)](#) TAM model. Irritation was measured with three items adapted from [Ducoffe's \(1996\)](#), flow experience was measured with three items adapted from [Herrando et al., \(2022\)](#), attitude was measured using four items adapted from [Arli \(2017\)](#), and purchase intention was measured with four items adapted from [Yoo and Donthu \(2001a\)](#). The data collection process was carried out using a cross-sectional survey method, where questionnaires were distributed online and offline. The choice of this hybrid method offers advantages, such as the speed and cost savings of online surveys and the ability to reach demographics that are not active online through offline surveys.

Prior to data collection, validity and reliability testing of the questionnaire was conducted to ensure that the research instrument met the required standards. This test includes content and criteria validity, using a minimum of 30 respondents to ensure the validity and reliability of the questionnaire composite. The data analysis techniques used include descriptive analysis and Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. In this analysis, tests were carried out on the measurement model (outer model) and structural model (inner model), including convergent and discriminant validity analysis, coefficient of determination ( $R^2$ ), path coefficient, and hypothesis testing to determine the significance of the relationship between variables.

In a study involving MSME social media, it is important to understand how various factors, such as interactivity, personalization, entertainment, and usability, can influence consumer attitudes and behavior. Through validity and reliability tests, we can identify whether the indicators used to measure these variables consistently and accurately reflect the measured reality. This analysis aims to ensure that the data obtained is reliable and valid to answer the research questions and provide deep insights into the experiences of MSME social media users. In this section, an in-depth analysis will be presented regarding the results of testing the validity and reliability of the various variables measured and their impact on consumer attitudes, loyalty, and purchase

intentions. This analysis is important to understand the relationship between various social media elements and their influence on consumer decisions in the digital environment.

## **FINDINGS AND DISCUSSION**

The following is an explanation of the characteristics of the research respondents to provide a deeper understanding of the relevant characteristics in the context of this study:

The profile of respondents in this study reflects typical demographic groups in terms of social media usage and interest in MSME products. In terms of age, most respondents were between 17-25 years old (76.5%), followed by the 26-35 age group (16.5%). This shows that the respondents are dominated by the younger generation, who are known to be highly engaged with digital technology and social media. The younger generation's engagement in social media is particularly relevant in the context of MSME digital marketing, given their role as active users and potential consumers who are quick to respond to product innovations and trends.

Based on gender, the distribution between men (47.7%) and women (52.3%) is relatively balanced, although women slightly dominate. This balance gives the view that various groups use social media to access MSME products without significant gender bias. On the other hand, the occupational composition shows that most respondents are students (56.4%), followed by private employees (29.1%). This reflects that most social media users interested in MSME products may be young people who have yet to enter the workforce fully or are just starting their careers. These people generally have shopping preferences driven by trends, product relevance, and recommendations they find on social media.

In terms of education level, more than half of the respondents have a high school education or equivalent (51.6%), while 36.8% have reached the undergraduate level (S1). This shows that users accessing MSME social media come from varied educational backgrounds, although most are still at the secondary level. Most likely, users from this education level have limited but high purchasing power in social media, especially for products with affordable economic value, such as those commonly offered by MSMEs in the culinary and fashion sectors.

In terms of domicile, the majority of respondents came from Surabaya (62.0%), followed by Pamekasan (19.9%) and Malang (18.2%). This distribution shows the dominance of users in urban areas with broader access to social media and higher exposure to MSME products. The dominance of respondents from big cities is also related to the high consumption of social media in urban areas, which allows for more intensive interaction between users and MSME digital content.

The social media most frequently accessed by respondents to view MSME products are Instagram (53.3%) and TikTok (38.3%). Both platforms are known to have features that support attractive product visualization, such as images and short videos, which make it easier for MSMEs to promote their products effectively. The preference for Instagram and TikTok shows that visual and interactive content is important in attracting consumer interest on social media. Respondents' most significant interest was in culinary products (55.9%) and fashion (21.8%), indicating that these sectors highly appeal to consumers on social media regarding daily needs and lifestyle trends.

Regarding spending, most respondents spend less than IDR 500,000 on MSME products (63.9%), with a frequency of daily social media use (76.3%). Most respondents also spend more than 5 hours daily on social media (40.2%), indicating a high intensity of social media use. This trend indicates that while their purchasing power may be limited, the high frequency and duration of social media usage provide opportunities for MSMEs to reach them consistently and build long-term engagement through relevant content.

Overall, the characteristics of these respondents paint a picture of a potential social media user group for MSMEs, with a demographic profile that tends to be young, educated, and intensive in using digital platforms. These findings are relevant for developing MSME digital marketing

strategies that target consumers with digital needs, interests, and consumption behaviors that match social media users' demographic and lifestyle characteristics.

**Table 1.** Construct Validity and Reliability

<b>Variables</b>	<b>Indicator</b>	<b>Factor Loadings</b>	<b>AVE</b>	<b>CR</b>	<b>Description</b>
<i>Interactivity</i>	INT.1	0,893	0,794	0,939	Valid and Reliable
	INT.2	0,901			Valid and Reliable
	INT.3	0,89			Valid and Reliable
	INT.4	0,88			Valid and Reliable
<i>Informativeness</i>	INF.1	0,906	0,829	0,936	Valid and Reliable
	INF.2	0,896			Valid and Reliable
	INF.3	0,928			Valid and Reliable
<i>Word Of Mouth</i>	WOM.1	0,866	0,775	0,912	Valid and Reliable
	WOM.2	0,912			Valid and Reliable
	WOM.3	0,862			Valid and Reliable
<i>Personalization</i>	PER.1	0,893	0,802	0,924	Valid and Reliable
	PER.2	0,89			Valid and Reliable
	PER.3	0,903			Valid and Reliable
<i>Trendiness</i>	TRE.1	0,88	0,77	0,91	Valid and Reliable
	TRE.2	0,895			Valid and Reliable
	TRE.3	0,858			Valid and Reliable
<i>Entertainment</i>	ENT.1	0,899	0,833	0,937	Valid and Reliable
	ENT.2	0,936			Valid and Reliable
	ENT.3	0,904			Valid and Reliable
<i>Usefulness</i>	USE.1	0,879	0,764	0,928	Valid and Reliable
	USE.2	0,875			Valid and Reliable
	USE.3	0,868			Valid and Reliable
	USE.4	0,874			Valid and Reliable
<i>Irritation</i>	IRR.1	0,96	0,929	0,975	Valid and Reliable
	IRR.2	0,962			Valid and Reliable
	IRR.3	0,969			Valid and Reliable
<i>Attitude</i>	ATT.1	0,853	0,712	0,925	Valid and Reliable
	ATT.2	0,879			Valid and Reliable
	ATT.3	0,867			Valid and Reliable
	ATT.4	0,809			Valid and Reliable
	ATT.5	0,806			Valid and Reliable
<i>Flow Experience</i>	FE.1	0,828	0,705	0,905	Valid and Reliable
	FE.2	0,862			Valid and Reliable
	FE.3	0,809			Valid and Reliable
	FE.4	0,858			Valid and Reliable
<i>Purchase Intention</i>	PI.1	0,886	0,764	0,928	Valid and Reliable
	PI.2	0,881			Valid and Reliable
	PI.3	0,903			Valid and Reliable
	PI.4	0,824			Valid and Reliable



Based on the results of the validity and reliability tests, construct validity is evaluated by calculating convergent validity. Convergent validity is known through the loading factor value and Average Variance Extracted (AVE). An instrument is said to fulfill convergent validity testing if it has a loading factor above 0.5 and an Average Variance Extracted (AVE) above 0.5. Table 1 above shows that all indicators produce a loading factor value and Average Variance Extracted (AVE) value greater than 0.5. Thus, all indicators are declared valid for measuring variables based on convergent validity.

Testing construct reliability using the composite reliability value. The test criteria state that the construct is declared reliable if the composite reliability is greater than 0.7. Based on Table 1 above, it can be seen that all variables produce a composite reliability value greater than 0.7. And thus, based on the calculation of the composite reliability value, all indicators are declared reliable in measuring variables.

In addition, convergent validity is also important to see its discriminatory validity, which is a value that shows the number where a construct differs from other constructs based on an empirical basis and states that a construct is unique in capturing phenomena that other constructs cannot explain. This measurement using the Fornell-larcker criterion, which produces a root number average variance extracted which must be greater than its value against other constructs (Hair et al., 2019).

**Table 2.** Hypothesis Testing Results

Hypothesis	Path Description	Estimate	T statistics (O/STDEV)	P-values	Description
H1 (+)	Interactivity → Purchase Intention	0,101	2,002	0,045	Supported Hypothesis
H2 (+)	Informativeness → Purchase Intention	0,121	2,602	0,009	Supported Hypothesis
H3 (+)	Word of Mouth → Purchase Intention	0,108	2,025	0,043	Supported Hypothesis
H4 (+)	Personalization → Purchase Intention	0,099	2,311	0,021	Supported Hypothesis
H5 (+)	Trendiness → Purchase Intention	0,094	2,186	0,029	Supported Hypothesis
H6 (+)	Entertainment → Purchase Intention	0,110	2,102	0,036	Supported Hypothesis
H7 (+)	Usefulness → Purchase Intention	0,117	2,026	0,043	Supported Hypothesis
H8 (-)	Irritation → Purchase Intention	-0,057	2,347	0,019	Supported Hypothesis
H9 (+)	Flow Experience → Purchase Intention	0,108	3,473	0,001	Supported Hypothesis
H10 (+)	Attitude → Purchase Intention	0,159	3,013	0,003	Supported Hypothesis

Structural Equation Modelling was used to analyze the hypothesis. Thus finding support H1 ( $\beta$  0,101; T-table 2,002), H2 ( $\beta$  0,121; T-table 2,602), H3 ( $\beta$  0,108; T-table 2,025), H3 ( $\beta$  0,099; T-table 2,311), H4 ( $\beta$  0,094; T-table 2,311), H5 ( $\beta$  0,094; T-table 2,186), H6 ( $\beta$  0,110; T-table 2,102), H7 ( $\beta$  0,117; T-table 2,026), H8 ( $\beta$  -0,057; T-table 2,347), H9 ( $\beta$  0,108; T-table 3,473), H10 ( $\beta$  0,159; T-table 3,013).

Based on estimating the impact of variables on purchase intention on MSME social media, the results revealed that all variables, except irritation, have a positive and significant influence. interactivity, informativeness, word of mouth, personalization, trendiness, entertainment, usefulness, flow experience, and attitude show t-statistics values greater than 1.96 with p-values smaller than 0.05, which means that the hypotheses related to each variable (H1 to H10) are accepted

Content that involves social media users to interact is considered as engaging content, in line with this research by [Alalwan \(2018\)](#), who found that interactivity can increase trust in the brand so that consumer intention to make a purchase will increase. Informative content is beneficial for consumers in the product search process to find out the advantages and benefits offered so that when consumers already have sufficient information, consumers can more easily determine purchasing decisions. Therefore, this finding supports previous findings, namely [Yadav and Rahman \(2018\)](#). In addition, the findings of this study also show that consumers tend to share their experiences on social media related to the products purchased. This finding is also in line with previous research done by [Yusuf et al. \(2018\)](#).

The results of this study also found that personalization (H4) also has an impact on consumer purchase intentions. Consumers feel that when MSME social media provides recommendations that suit their personal needs, it can save time in meeting their needs. The results of this study support research from [Serrano-Malebrán and Arenas-Gaitán \(2021\)](#).

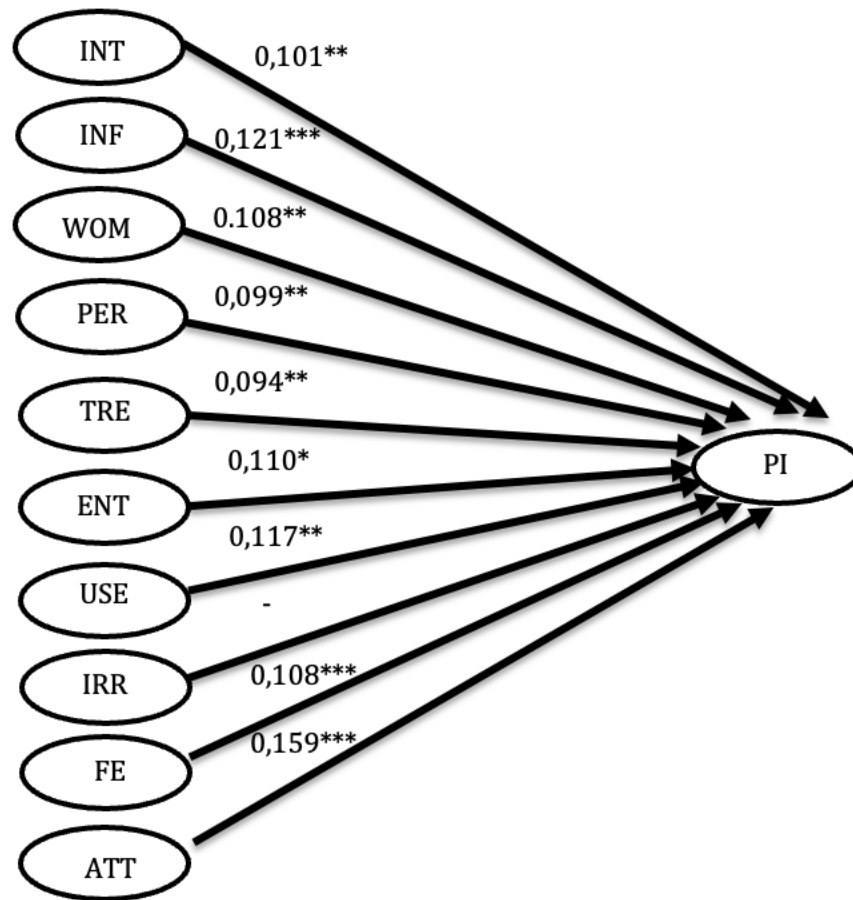
Information spreads quickly on social media, making consumers quickly informed about current viral products. The results of this study show that consumers assume that posts on social media follow the latest trends. MSMEs can take advantage of this so that the products offered can enter the market more quickly because they follow existing developments. This finding is in accordance with the results of research from [Sharma et al. \(2022\)](#).

Another use of social media is as entertainment. Consumers tend to seek pleasure through the content they see. Therefore, if the content presented is engaging and entertaining, consumers will tend to have an interest in viewing this content, and this can increase consumer interest in making purchases; besides that, consumers also tend to seek pleasure through shopping activities, so this increases consumer desire to make purchases. This finding supports previous research from [Arli et al. \(2017\)](#). MSMEs can also provide entertaining content to increase consumer spending opportunities.

In addition, the findings in this study also show that usefulness (H7), flow experience (H9) and attitude (H10) have an impact on purchase intention. Meanwhile, irritation has a negative effect on purchase intention (H8). Social media content that is created with an interesting flow so that it increases consumers' desire to search for deeper information and makes consumers feel that they are not wasting their time in vain this can increase consumer intention to make a purchase; this is in accordance with previous research by [Yadav and Rahman, \(2018\)](#). Social media provides various features that make it easy and give comfortable for its users. Social media also makes it easier for consumers to interact with MSMEs. The positive experience felt from the results of interactions between consumers and MSMEs in social media makes consumers feel happy and satisfied, so this can increase consumer intention to make purchases. In addition, the features in social media are updated regularly, which provides convenience to users. With the various features available on social media, it is hoped that consumers will have a positive experience in using it. The results of this finding indicate that consumers feel pleasure rather than irritating feelings, so in this finding, MSME social media is a platform that is able to provide positive experiences to users. The findings of this study support previous findings from research ([Arli et al. 2017](#)).

Overall, these findings indicate that consumers in Indonesia are very fond of using social media, and MSMEs can utilize this to create engaging, informative, trendy, entertaining and quality

content in order to maintain relationships with consumers.



**Figure 2.** Research Hypothesis Test Results

Notes:

The number written above shows the value of the statistical estimate

\*\*\* p-values<0.001; \*\*p-values <0.05

INT=Interactivity; INF=Informativeness; WOM=Word of Mouth; PER=Personalization; TRE=Trendiness; ENT= Entertainment; USE=Usefulness; IRR=Irritation; FE=Flow Experience; ATT=Attitude

Based on Figure 2, the results of testing the research hypothesis, external variables such as interactivity, informativeness, and word of mouth significantly influence purchase intention on MSME social media. Interactivity has a positive relationship with purchase intention, which means that the more interactive the MSME social media platform is, the higher the consumer's tendency to buy. This aligns with the platform's ability to facilitate interaction between users and MSMEs, enhancing the shopping experience. Similarly, Informativeness plays an important role as consumers are more likely to purchase when product information on social media is relevant and easily accessible. This shows the importance of informative content that strengthens consumer trust in MSME products.

In addition, the effect of word of mouth (WOM) on purchase intention is also significant, reflecting that positive reviews from friends or acquaintances on social media can encourage purchase intentions. WOM creates a high perception of trust and credibility, especially from trusted individuals. Personalization and trendiness also played a role in increasing purchase intention. When MSME social media can customize content according to consumer preferences and keep up

with the latest trends, it provides a more relevant and engaging experience, influencing purchase intentions. Entertainment and Usefulness, which add convenience and benefits to consumers, were also found to correlate positively with Purchase Intention.

On the other hand, irritation has a negative influence on purchase intention. Consumers annoyed by MSME content on social media tend to lower their purchase intention, signaling the importance of a positive user experience in digital marketing. Meanwhile, flow experience and Attitude contributed significantly to purchase intention, where consumers' emotional engagement and positive attitude toward MSME social media increased the likelihood of purchase.

## **CONCLUSIONS**

This study concludes that purchase intention for MSME products on social media is influenced by various external factors, including interactivity, informativeness, word of mouth (WOM), personalization, trendiness, entertainment, usefulness, and irritation factors. All factors except irritation show a positive and significant influence on purchase intention, which means that the higher the level of interaction, informativeness, recommendations from others, personalization, trends, entertainment, and perceived benefits, the stronger the consumer's purchase intention. In contrast, irritating or annoying content negatively affects Purchase Intention, indicating that consumers tend to avoid content that makes them uncomfortable or annoyed. Attitude and flow experience also play an important role in strengthening the influence of these factors on consumer purchase intention, where high emotional engagement on MSME social media increases the likelihood of purchase. Therefore, in designing marketing strategies through social media, MSMEs need to focus on creating pleasant and relevant experiences for consumers in order to maintain loyalty and increase transaction opportunities.

MSMEs should optimize the interactivity feature on social media by providing space for consumers to participate actively, for example, through direct interaction in comments or questions and answers about products. The content provided needs to be informative and relevant to help consumers make decisions. It should also be designed to be engaging, adding to the entertainment and usability aspects. Encouraging word of mouth can also be done by encouraging consumers to share positive reviews online, reinforcing positive perceptions of other potential customers. Personalization needs to be implemented by tailoring content based on user preferences to increase relevance and adjusting marketing strategies that follow the latest trends to attract young consumers.

MSMEs must also pay attention to potential irritation by avoiding excessive or invasive content. Content that keeps consumers engrossed without being annoyed can create a positive flow experience, for example, through user-friendly interface design and fresh content. Marketing strategies should support a positive user experience to increase favorable attitudes towards the brand and encourage purchase intention on an ongoing basis while strengthening brand awareness in the minds of consumers.

## **LIMITATION & FURTHER RESEARCH**

This study has several limitations, namely that this research data was taken at one time using the convenience sampling technique. Future research can use longitudinal data to see the influence of factors supporting the success of MSMEs in implementing digital marketing through social media. Furthermore, researchers can explore the existing demographic data more deeply, such as age, gender, etc., to enrich knowledge. Furthermore, this research is limited to Indonesia so that in the future, it can be compared.

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