THE INFLUENCE OF CONSUMER BEHAVIOR ON PURCHASE DECISIONS USING LIVE BROADCAST AND DIRECT MESSAGE (DM) FEATURES ON INSTAGRAM IN SAMARINDA CITY

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Abstract

The aim of this study is to ascertain the impact of consumer behavior on consumer purchase decisions in online shops in Samarinda. This research discusses the causal relationship between variables using hypothesis testing. This study employs quantitative research methodologies. It utilized a sample size of 100 participants selected from the demographic of consumers that engage in online shopping on Instagram in Samarinda. The sampling technique employed was non-probability sampling method known as purposive sampling. The sample consists of individuals who have utilized the live broadcast feature and direct message (DM) in the Instagram application for a minimum of one year. The respondents are required to be between the ages of 18 and 45 and reside in Samarinda City. The research instrument is tested using several test methods, including validity test, reliability test, loading factor test, normality test, partial test (t test), simultaneous test (F test), and coefficient of determination test. The data analysis technique employs multiple linear regression analysis. The hypothesis testing utilizing SPPS version 26 software to streamline the data processing in this investigation. The results of this study indicate that the E-WOM variable has a positive and significant influence on purchasing decisions. The E-Promotion variable has a positive and significant influence on purchasing decisions. The Celebrity Endorser variable has a positive and significant influence on purchasing decisions. The trust variable has a positive and significant influence on purchasing decisions. This study also proves that the trust variable is the variable that has the most dominant influence on the purchasing decision variable.

Keywords: E-WOM, E-Promotion, Celebrity Endorser, Trust, Purchase Decision, Instagram.

1. Introduction

The advancing digitalization technology has the potential to modernize the world, particularly with the continuous development of technological capabilities each year. Advancements in technology are making it increasingly convenient for individuals to post messages or actions through their own social media platforms, even for minor matters. Social media is a form of utilizing advancements in internet technology to promote business expansion. Social networking is closely linked to e-commerce transactions, as firms transition from merely "selling" to actively establishing connections with their clients. Instagram is a social networking platform that enables users to share visual material, such as photographs or videos, with others. Given the large user base in Indonesia, Instagram presents a lucrative opportunity to engage clients and drive online sales. Instagram servers get a staggering 40 million photographs daily, resulting in a rapid influx of 8500 likes and 1000 comments every second.

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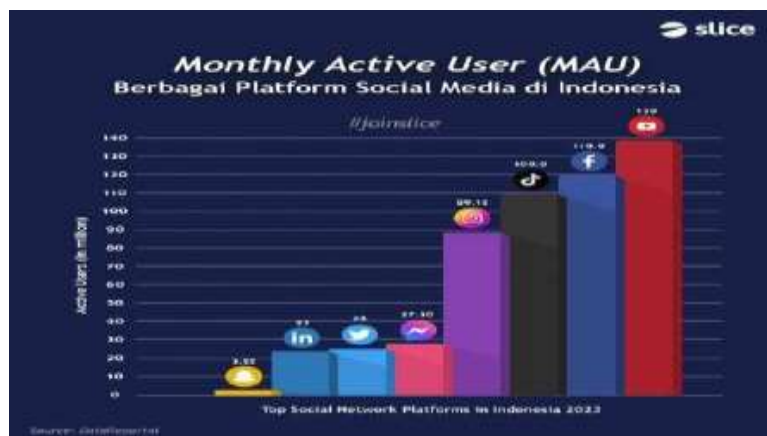
Source: www.blog.slice.id/Datareportal
Figure 1. Number of Social Media Platforms in Indonesia

Based on the image above, which shows Instagram is in the fourth highest position with a value of 89.15 million users in 2023. This shows that the existence of Instagram social media in Indonesia is widely used by both millennials and generation z ranging from 18-45 years of age. Instagram is a social media platform that allows users to share content in the form of images or videos with others. With so many users in Indonesia, Instagram is an ideal market to attract customers to make purchases online. With 40 million photos posted on the Instagram server every day, there are 8500 likes and 1000 comments per second. Active Instagram users in Indonesia are the 4th largest in the world. This makes Instagram one of the fastest growing social networks in this country quoted from blog.slice.id.

Business people see Instagram's popularity as an effective product promotion tool. Instagram as a social media platform has been named the sum all as the best social media platform to increase business. Based on this opinion, it states that if a company has a variety of visual products but is not visible on Instagram, the brand's reputation will decline, and the potential for large profits will be lost (Baskara, I. P., & Hariyadi, 2014). Consumers can make purchases by commenting on photo posts, videos or when the seller is doing a live broadcast or can contact the seller via Direct Message (DM) asking about the product they want to buy. Based on the results of a survey in Samarinda City, it also proved that online shops that make sales with live broadcasts have a real and significant effect on sales with their promotional media increasing. With the Live Streaming feature available on Instagram, companies can use LSS as an alternative to build customer trust when shopping online.

With LSS, companies can indirectly offer their products to prospective buyers in real time, provide detailed information about the product and answer consumer questions. Live streaming allows people to broadcast video and audio of an event to others in real time over the internet (Chen, C., Hu, Y., Lu, Y., & Hong, 2019) From the aforementioned description, it is seen that Instagram can serve as a marketing platform. In addition, Instagram offers a range of features including reels, which are extended videos that can be utilised for product marketing, Instagram Stories that enable businesses to promote products for a 24-hour period, utilising Instagram as a platform for product promotion, and leveraging hashtags to reach potential users. In addition to that, there will also be advertisements displayed on the user's homepage (Gaber et al, 2019).

2. Literature review

The marketing concept involves all the strategies and actions a company or organization undertakes to introduce, sell, and distribute products and services to their target market. According to Sudaryono (2016) in "Marketing Management Theory & Implementation," based on Dayle (2000), marketing is a management

process aimed at enhancing shareholder profits by building close relationships with key customers, often referred to as valuable customers, to create a competitive advantage. Consumer behavior refers to how individuals or groups select, purchase, and use products, and how these products fulfill their wants and needs (Saekoko, 2020). According to Schiffman and Kanuk, "Customer Behavior" encompasses the actions buyers exhibit when searching for, purchasing, using, and evaluating goods and services to satisfy their needs. Understanding consumer behavior is crucial for making informed purchasing decisions. Pogorelova, Yakhneeva, and Anna (2016) explain that the combined e-marketing mix is an evolution of the conventional marketing mix, incorporating four variables: e-product, e-price, e-promotion, and e-place. According to Sinaga (2020), customers decide to buy goods or services after evaluating their needs and available options. Kotler & Keller (2012) outline a five-step purchasing decision-making process: recognizing problems, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase behavior. This process is extensive and begins well before the actual purchase. Kotler & Keller (2013) also identify four components that influence purchasing decisions: cultural, social, personal, and role and status, with role and status reflecting a direct relationship between an individual's position and their role within an organization.

2.1 Research Framework

The conceptual framework of this research was developed using theories that assume a causal connection between the independent variable and the dependent variable, where both variables have an influence on each other concurrently. The objective of this research is to examine the correlation between these variables and their influence on the phenomenon under investigation, by integrating these ideas. Based on the explanation, which has provided substantial evidence on the correlation between variables, indicators, and past study findings, a conceptual framework may be established. This framework can be stated as follows:
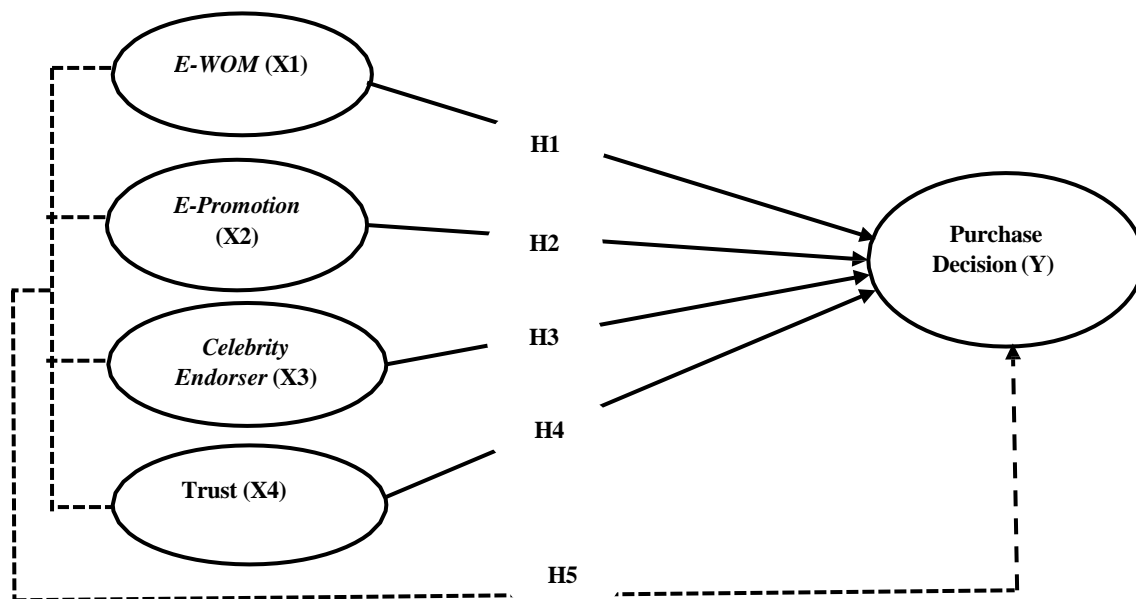

Figure 2. Conceptual Framework of Research

2.2 Research Hypothesis

H1: E-WOM has a significant influence on purchasing decisions with the live broadcast and Direct Message (DM) features on the social media Instagram in Samarinda City

H2: E-Promotion has a significant influence on purchasing decisions with live broadcast features and Direct Message (DM) on social media Instagram in Samarinda City

H3: Celebrity Endorser has a significant influence on purchasing decisions with the live broadcast feature

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and Direct Message (DM) on social media Instagram in Samarinda City

H4: Trust has a significant influence on purchasing decisions with live broadcast feature and Direct Message (DM) on social media Instagram in Samarinda City

H5: E-WOM, E-Promotion, Celebrity Endorser and Trust simultaneously has a significant and insignificant effect on purchasing decisions with the live broadcast feature and Direct Message (DM) on social media Instagram in Samarinda City.

2.3 Research methodology

This research used quantitative research that focusses on the population of residents in Samarinda City who have utilized the live broadcast and direct messaging (DM) functionalities on the Instagram social media platform for making purchases. The sample in this study was obtained using a nonprobability sampling technique known as purposive sampling. The designated sample comprised 100 participants, determined using the lemeshow formula. The researchers gathered data by utilising Google Form as a questionnaire. The hypothesis was tested using IBM SPSS version 26 software.

3. Data analysis technique
3.1 Instrument Test

Validity and reliability testing was carried out for all instruments used with the aim of testing and finding out whether the answers from respondents as samples in this study were valid or consistently acceptable. According to Ghozali (2011), a research instrument can be considered valid if the Pearson Correlation value is > 0.05 and can be considered consistent if the Cronbach's Alpha value is > 0.60.

Table 1. Results of Validity Test and Reliability Test

No.	Variable	Indicator	Code	Validity test	Note	Reliability Test (Cronbach's Alpha)
1.	E-WOM (X1)	1. Read reviews	X1.1	0,674	Valid	
		2. Believe	X1.2	0,725	Valid	
		3. Leverage feedback	X1.3	0,759	Valid	0,872 (Reliable)
		4. Recommended	X1.4	0,740	Valid	
		5. Intensity	X1.5	0,609	Valid	
2.	E-Promotion (X2)	1. Number of promotional updates	X2.1	0,753	Valid	0,870 (Reliable)
		2. Quality promotional messages	X2.2	0,785	Valid	
		3. Sales Promotion	X2.3	0,683	Valid	
		4. Advertising	X2.4	0,674	Valid	
3.	Celebrity Endorser (X3)	1. Interesting	X3.1	0,610	Valid	
		2. Have a good image	X3.2	0,537	Valid	
		3. Consistency with message	X3.3	0,488	Valid	0,705 (Reliable)
		4. Image that can represent	X3.4	0,367	Valid	
4.	Trust (X4)	1. Trust	X4.1	0,689	Valid	
		2. Reliable	X4.2	0,690	Valid	0,759 (Reliable)
		3. Honest	X4.3	0,713	Valid	
		4. Security	X4.4	0,194	Valid	
5.	Purchase	1. Recognize difficulties and	Y1.1	0,540	Valid	0,757 (Reliable)

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Decision (Y1)	needs			
	2. Information search	Y1.2	0,661	Valid
	3. Evaluation of alternatives	Y1.3	0,401	Valid
	4. Post-purchase behavior	Y1.4	0,643	Valid

It is shown that the findings of all variable indicators yielded estimated r values that exceeded the table r value. Therefore, it may be inferred that all measures of the E-WOM, E-Promotion, Celebrity Endorser, Trust, and Purchase Decision variables in this study are considered valid.

3.2 Normality Test

Normality testing is carried out to determine whether the data sample used has a normal distribution. If the data are not normally distributed, non-parametric statistical analysis techniques are used. With an α coefficient of >0.05, it shows that the data is normally distributed, whereas if the value is <0.05, the distribution is considered not normal (Santoso, 2003).

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters [a, b]	Mean	4.0279256
	Std. Deviation	.48295329
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-.065
Statistical Tests		,065
Asymp. Sig. (2-tailed)		,200 [c,d]

Figure 3. Normality Test Results

In this case the Kolmogorov Smirnov test shows a significant value of 0.200 and a significant value of 0.065, this shows that the data is normally distributed because the significance value of 0.200 is greater than 0.05. Therefore, it may be inferred that the data in this study follows a normal distribution.

3.3 Multiple Linear Regression Analysis Test

According to Ghozali (2011), regression analysis is basically research on the relationship that exists between the dependent variable and one or more independent variables. The goal is to be able to calculate and estimate the value of the dependent variable from the population average based on the previous value of the independent variable.

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.008	.257		3.914	.000
	E-WOM	.213	.081	.253	2.645	.010
	E-PROMOTION	.181	.065	.267	2.806	.006
	CELEBRITY ENDROSER	.199	.079	.201	2.520	.013
	KEPERCAYAAN	.202	.083	.228	2.425	.017

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Figure 4. Multiple Linear Regression Test Results

From the presentation in Figure 2.1, multiple equations can be prepared based on standardized coefficients, as follows:

$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$

$Y = 0.253 + 0.267 + 0.201 + 0.228$

It can be explained as follows:

1. The value of b1X1 = 0.253. States that if there is an increase in E-WOM (X1) by one, there will be an increase in purchasing decisions (Y) by 0.253 and vice versa.
2. The value of b2X2 = 0.267. States that if there is an increase in E-Promotion (X2) by one, there will be an increase in purchasing decisions (Y) by 0.267 and vice versa.
3. The value of b3X3 = 0.201. States that if there is an increase in Celebrity Endorser (X3) by one, there will be an increase in purchasing decisions (Y) by 0.201 and vice versa.
4. The value of b4X4 = 0.228. States that if there is an increase in Trust (X4) is one, then there will be an increase in purchasing decisions (Y) by 0.228 and vice versa.

3.4 Partial Test (t Test)

The t test is used to determine how much influence the independent variables individually have on the dependent variable. In cases where the calculated t value is less than the t table or the significant t calculated value is > 0.05, there is a possibility that the independent variable has a positive impact on the dependent variable. In this partial test the value (alpha) is compared with the p value. If the p-value is smaller than 0.05 then the hypothesis is rejected, this shows that there is a partial influence between variable X and Y. According to Sugiyono (2012), the t test can be used to determine the partial influence of the dependent variable on the independent variable.

Table 2. Partial Test Results

Variable	P-Value	Sig	Information
E-WOM (X1)	,010	0.05	Significant
E-Promotion (X2)	,006	0.05	Significant
Celebrity Endorser (X3)	.013	0.05	Significant
Trust (X4)	.017	0.05	Significant

Based on the partial test results, it is stated that the variables E-WOM, E-Promotion, Celebrity Endorser and Trust partially have a significant effect on the Purchase Decision (Y) variable because the p-value is above 0.05.

3.5 Simultaneous Test (F Test)

The simultaneous test is a method used to determine the extent to which variable X influence variable Y. The calculated F is calculated by comparing the α value (0.05) with the F table for decision making. With a calculated F value of 43.505 and a significance of 0.000 at a 95% confidence level, which is documented in the table above, the F table calculation was carried out using the formula, namely DF1= 4 and DF2= 1. With 100 respondents in this study, the calculation yielded 100- 4-1= 95 so the free DF is 95.

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,147	4	5,537	43,505	,000 [b]
	Residual	12,090	95	.127		
	Total	34,237	99			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), TRUST, CELEBRITY ENDROSER, E-PROMOTION, E-WOM						

Figure 5. Simultaneous Test Results (f Test)

By the probability of 0.05, the F table value is 2.47, the p-value is 0.000 lower than α (0.05), and the calculated F value is 43.505 higher than the F table value (2.47). So, based on these tests, it is known that simultaneous tests have a significant effect on the dependent variable (purchasing decisions). This can be seen from the significant value of 0.000 which is smaller than 0.05.

3.6 Coefficient of Determination Test

The coefficient of determination test (R^2) describes the extent to which the model can explain and describe variations in variables X and Y. A low R^2 value indicates that the independent variable does not provide enough data to predict variations in the dependent variable. On the other hand, a high R^2 value indicates that variable X could describe variable Y with a high level of accuracy (Ghozali Imam, 2007).

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 [a]	,647	,632	,357
a. Predictors: (Constant), TRUST, CELEBRITY ENDROSER, E-PROMOTION, E-WOM				
b. Dependent Variable: PURCHASE DECISION				

Figure 6. Coefficient of Determination Test Results

Regarding the test results above, the R Square value is 0.647, meaning that online shop consumers' purchasing decisions on the Instagram application can be explained by the variables E-WOM, E-Promotion, Celebrity Endorser and Trust which get an R value of 80.4% and the remainder is 19. Another 6% explained from the research results showing that there are many variables outside the model such as price perception, security perception, information quality, brand image and others that can be considered when consumers choose to buy products in online stores. Instagram in Samarinda.

4. Results and Discussion
3.3 The influence of E-WOM on purchase decision

The previous discussion on hypothesis testing reveals that the first hypothesis posits that E-WOM is believed to exert a substantial impact on the purchase choices of online shoppers in Samarinda City. The hypothesis is accepted based on the obtained results, as the estimated t value exceeds the critical t value from the t table, and the significance or probability value is also met. The statistical tests conducted using SPSS indicate that the significance or probability value for the impact of E-WOM on Purchasing Decisions is 0.010, which is lower than the predetermined error level of 0.05. The computed t-value exceeds 1.661, which is derived from the t-table using a sample size of 100 participants. The computed t-value for the E-WOM variable is 2.645, which exceeds the critical t-value from the t-table. This suggests that E-WOM has a statistically significant impact on purchasing decisions

This shows that E-WOM has a significant influence on purchasing decisions for online shop consumers in Samarinda City, means that E-WOM influences purchasing decisions on Instagram. The indicator that has the strongest status of the E-WOM variable is ``Trust in online reviews " (X1.2) with a loading factor value of 0.766, meaning it reflects the E-WOM variable. Meanwhile, the variable that is influenced has the indicator ``Information search" (Y1.2) as a reflection of the purchasing decision variable with the highest loading factor value compared to the other indicators at 0.740. Consumer evaluations and comments have a significant impact on customers' purchasing decisions as they are exposed to remarks and news circulating on social media. Ultimately, consumers are swayed by persuasive comments that entice and persuade customers to make a purchase. The findings of this study bolster or corroborate previous studies conducted by Ayunita and Mustika (2021), Setiyadi et al., (2022) and Prastowo et al., (2023) which proves that E-WOM has a significant effect on purchasing decisions.

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3.4 The influence of E-Promotion on purchase decision

The prior discussion on hypothesis testing reveals that the first hypothesis, asserting that E-Promotion has a substantial influence on purchase decisions made by online shop customers in Samarinda City. The hypothesis results meet the criteria and deem acceptable. The statistical tests conducted using SPSS indicate that the significance value or probability of E-Promotion on Purchase Decisions is 0.006, which is lower than the predetermined error level of 0.05. The calculated t value exceeds the t table value, as evidenced by the probability or significance value. The t table value is 1.661, derived from 100 respondents.

This shows that E-Promotion has a significant influence on purchase decision for online shop consumers in Samarinda City, which means that E-Promotion influences purchasing decisions on Instagram. The indicator that has the strongest status of the E- Promotion variable is ``Quality promotional messages'' (X2.2) with a loading factor value of 0.758, meaning it reflects the E-Promotion variable. Meanwhile, the variable that is influenced has the indicator ``Information search'' (Y1.2) as a reflection of the purchase decision variable with the highest loading factor value compared to the other indicators at 0.740. This implies that messages produced in promotional materials are high quality, ensuring that they align with the information demanded by consumers when making purchase decision. The results of this research strengthen and support the research of Oktavani & Nancy (2020), Putra & Basalamah (2021) and Elisabet Juli (2022) who found evidence that E-Promotion has a significant effect on purchasing decisions.

3.5 Influence of Celebrity Endorser on purchase decision

Based on the results of hypothesis testing discussed previously, the first hypothesis states that Celebrity Endorsers are thought to have a significant influence on the Purchasing Decisions of online shop consumers in Samarinda City. This hypothesis is accepted because the results obtained meet the criteria. The significance of this influence can be seen from the calculated t value which is greater than the t table, as well as the sig or probability value. The results of statistical tests carried out using SPSS show that the significance value or probability of the influence of Celebrity Endorser on Purchasing Decisions is 0.013, smaller than the specified error level, namely 0.05. The calculated t value for the Celebrity Endorser variable is 2.520, which means the value is greater than the t table of 1.661 with 100 respondents. Thus, the calculated t value is greater than the table t value.

This shows that Celebrity Endorsers have a significant influence on Purchasing Decisions among online shop consumers in Samarinda City, which means that Celebrity Endorsers influence purchasing decisions on Instagram. The indicator that has the strongest status of the Celebrity Endorser variable is ``Congruence with the role'' (X3.3) with a loading factor value of 0.614, meaning it reflects the Celebrity Endorser variable. Meanwhile, the variable that is influenced has the indicator ``Information search'' (Y1.2) as a reflection of the purchasing decision variable with the highest loading factor value compared to the other indicators at 0.740. Role harmony indicates that an influencer must possess qualities and a persona that can effectively emulate their character and behavior. This serves as a standard for customers to develop an interest in purchasing products endorsed by the influencer. The results of this research show that based on previous research by Faozah & Wardhana (2020) and Kurniawati (2022) it is proven that Celebrity Endorsers have a significant influence on Purchasing Decisions.

3.6 The Influence of Trust on purchase decision

According to hypothesis testing, the first hypothesis states that trust has an impact on the purchase decisions of online shop customers in Samarinda City. The results of this hypothesis testing were deemed acceptable as they satisfied the necessary criteria. The statistical tests conducted using SPSS indicate that the influence of trust on purchase decisions is significant, with a probability value of 0.017. This value is lower than the predetermined error level of 0.05. The calculated t-value exceeds the critical t-value obtained from the t-table, as shown by the probability value or significance value. The critical t-value is 1.661.

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This demonstrates that trust significantly impacts the purchasing decisions of customers of the online shops in Samarinda City. In summary, trust plays a significant role in shaping customers' buying choices on Instagram. The indicator that has the strongest status of the Trust variable is ``Reliable`` (X4.2) with a loading factor value of 0.807, meaning it reflects the Trust variable. Meanwhile, the variable that is influenced has the indicator ``Information search'' (Y1.2) as a reflection of the purchasing decision variable with the highest loading factor value compared to the other indicators at 0.740. This means that the trust variable with reliable indicators proves that consumers believe that the products sold by the online shop are of high quality, guaranteed safety, and match the original image so that consumers rely on the online shop because they have trust. The results of this research strengthen and support previous research by Rahayu (2021) and Desky et al., (2022) which found evidence that trust has a significant effect on purchasing decisions.

3.7 The influence of E-WOM, E-Promotion, Celebrity Endorser and Trust on purchase decision

In general, all variables demonstrate a substantial impact on purchasing decisions. This demonstrates that the variables E-WOM, E-Promotion, Celebrity Endorser, and Trust have the capacity to highlight the factors that impact purchase decisions. These variables have been shown to be applicable to business professionals, the public, and online shoppers. Based on the results of tests that have been carried out, it is also supported by previous research which strengthens this research, namely the findings of Setiyadi (2022) which confirms that E-WOM has a significant positive influence on purchasing decisions. E-WOM can produce a positive impact both from online consumer responses and from the dissemination of information through direct word of mouth communication. This will provide a positive view of consumers who plan to purchase products looking at comments, news and testimonials. Furthermore, the research results of Putra & Basalamah (2021) prove that E-Promotion refers to the collective efforts made by sellers to create multiple channels of information and persuasion to sell products or concepts. This type of promotion aims to attract consumers by offering lower prices and discounts compared to the original price.

Then according to research conducted by Kurniawati (2022) which proves that Celebrity Endorsers not only take advantage of their popularity, but also have the attraction of customers to buy the goods they advertise. Celebrities are considered a psychological element that can influence customer perceptions and beliefs about certain products. In the context of advertising, celebrity endorsers act as introducers or spokespeople who connect products or services with consumers. Brand trust positively correlates with repeat purchases. It is determined by past purchase experiences that involve a sequence of transactions or interactions that demonstrate the fulfilment of expectations regarding the performance of a product. The proof is in accordance with a study conducted by Desky et al., (2022) proving that trust is the buyer's belief in the ability to carry out online sellers, such as whether the seller can and is able to guarantee that the transaction will be processed safely.

4   Conclusions and Suggestions
4.2 Conclusion

The variable of electronic word-of-mouth (E-WOM) has a substantial positive influence on purchasing decisions, indicating that E-WOM can convincingly persuade potential buyers prior to their purchase determination. The loading factor test indicates that X1.2 is the most influential factor, demonstrating that positive comments or reviews could attract prospective consumers, stimulating their curiosity and trust, ultimately resulting in a purchase. Similarly, the variable of E-Promotion has a considerable impact on purchasing decisions, indicating that precise and authentic marketing can effectively persuade potential consumers. The most significant determinant for E-Promotion is X2.2, emphasizing the crucial role of promotional precision. Moreover, the variable of Celebrity Endorser exhibits a substantial rise in its favorable influence on purchasing decisions, suggesting that a celebrity endorser who possesses qualities and traits that are in harmony with the product can convincingly sway consumers. The most compelling evidence here is the X3.3 indicator, which demonstrates that the alignment between the influencer and the product persuades customers of the product's value. Trust is a significant factor in shaping purchasing choices, as it instills feelings of security, reliability, and integrity, with the most powerful signal being X4.2.

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The reliability of a product fosters confidence in consumers and minimizes uncertainty, ultimately motivating them to make a purchase. Ultimately, the act of buying is greatly influenced by these four separate factors. The loading factor test reveals that the most influential element in purchasing decisions is Y1.2, highlighting the need of precise and prompt information in steering consumers towards making their purchases.

4.3 Suggestions

The variable of electronic word-of-mouth (E-WOM) has a substantial positive influence on purchasing decisions, indicating that E-WOM can convincingly persuade potential buyers prior to their purchase determination. The loading factor test indicates that X1.2 is the most influential factor, demonstrating that positive comments or reviews could attract prospective consumers, stimulating their curiosity and trust, ultimately resulting in a purchase. Similarly, the variable of E-Promotion has a considerable impact on purchasing decisions, indicating that precise and authentic marketing can effectively persuade potential consumers. The most significant determinant for E-Promotion is X2.2, emphasizing the crucial role of promotional precision. Moreover, the variable of Celebrity Endorser exhibits a substantial rise in its favorable influence on purchasing decisions, suggesting that a celebrity endorser who possesses qualities and traits that are in harmony with the product can convincingly sway consumers. The most compelling evidence here is the X3.3 indicator, which demonstrates that the alignment between the influencer and the product persuades customers of the product's value. Trust is a significant factor in shaping purchasing choices, as it instills feelings of security, reliability, and integrity, with the most powerful signal being X4.2. The reliability of a product fosters confidence in consumers and minimizes uncertainty, ultimately motivating them to make a purchase. Ultimately, the act of buying is greatly influenced by these four separate factors. The loading factor test reveals that the most influential element in purchasing decisions is Y1.2, highlighting the need of precise and prompt information in steering consumers towards making their purchases.

4.4 Recommendations for further research

This study contained five hypotheses that were deemed to have a significant impact and were hence deemed acceptable. Therefore, it is closely linked to evaluation, curiosity, and even the direct purchase of the goods. Several indicators for each variable in this study are now rated as moderate or weak. Therefore, it is advisable for future researchers to avoid using these indicators for their own studies. Furthermore, employ several assertions to provide additional supporting evidence and, whenever feasible, broaden the scope of the research domain and augment the sample size. Furthermore, it is advisable for future researchers to seek robust ideas and consult the most recent scholarly publications as references for their research, ensuring that these sources are relevant and aligned with the subject or issue under examination.

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