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The Contribution of Digital Advertising and Social Media to Product Purchase Decisions

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Abstract:
This study aims to determine the contribution of digital advertising and social media activities to consumers' purchase decisions in marketplaces. The survey involved 123 active marketplace users selected purposively based on their transaction experience. Data were collected using a Likert-scale questionnaire and analyzed using Pearson correlation and multiple linear regression. Social media activities had a stronger relationship ($r = 0.743$) than digital advertising ($r = 0.620$). An R^2 of 59.7% indicates the proportion of purchase-decision variation explained by the model, highlighting the need for marketing optimization. Digital advertising had a significant effect with a regression coefficient of 0.267 ($p < 0.05$), while social media activities were the most dominant factor ($\beta = 0.580$; $t = 7.954$). The findings show that combining digital advertising and social media activities can help increase consumers' purchase decisions in marketplaces.

1. Introduction

The development of ICT (Information and Communication Technology) has significantly transformed various business sectors, particularly marketing activities. The expanding internet has encouraged consumers to use digital media to obtain information, interact with companies, and purchase products and services. This condition requires companies to adapt more modern marketing strategies through the use of digital platforms, particularly digital advertising and social media (Karunarathne, 2022) and (Selem et al., 2023). Digital advertising enables companies to reach target markets more effectively, measurably, and in accordance with consumer characteristics. On the other hand, social media functions as an interactive communication medium that enables two-way relationships between companies and consumers. Therefore, both media have become important elements contributing to consumers' purchase decision-making processes (Lomri et al., 2023).

AI (Artificial Intelligence) systems and machine learning (ML) also support this transformation. These technologies provide companies with opportunities to analyze consumer behavior more deeply so that marketing messages can be delivered more personally and accurately. Data-driven marketing strategies not only have the potential to increase sales conversion rates but also help companies create more relevant and sustainable customer experiences (Selem et al., 2023). The rapid growth of electronic commerce (e-commerce), particularly after the COVID-19 pandemic, has further strengthened the role of digital marketing as one of the factors driving business competitiveness in the digital economy.

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Changes in consumer behavior are also reflected in the increasing influence of online reviews and user-generated content (UGC) in the decision-making process. According to research by Appel et al. (2020), consumers tend to place greater trust in information originating from other users than in promotional messages delivered directly by companies. Thus, social media functions not only as a promotional medium but also as a space for shaping brand image and consumer perceptions. Companies that are able to create positive interactions and build active digital communities have greater opportunities to gain competitive advantages in the market (Appel et al., 2020).

Nevertheless, measuring the effectiveness of digital advertising and social media activities on purchase decisions requires research instruments with adequate validity and reliability. Previous studies still show limitations in developing instruments capable of comprehensively measuring the relationships among digital advertising, social media activities, and purchase decisions(Ramanathan et al., 2020).

2. Literature Review

2.1. Digital Advertising

Digital advertising refers to promotional activities that utilize various internet-based media, such as search engines, social media platforms, online news portals, and marketplaces. According to Chaffey & Ellis-Chadwick, digital advertising has several advantages, including being interactive, enabling direct performance measurement, and allowing adaptation to user characteristics and behavior (Chaffey & Ellis-Chadwick, 2022). These capabilities make digital advertising an effective marketing strategy for reaching consumers more specifically. Various studies show that the effectiveness of digital advertising is influenced by the quality of the message delivered (Boateng et al., 2021), (Selem et al., 2023). Content creativity, interactivity, and the relevance of information provided to audiences are important factors in improving advertising effectiveness. Research by Fahmy & Ghoneim shows that consumers tend to respond more positively to advertisements that are attractive, informative, and relevant to their needs(Fahmy & Ghoneim, 2016). In addition, a recent study by Han & Du shows that targeted advertising can increase consumers' purchase intention because the promotional messages received are more relevant and reduce saturation caused by excessive advertising exposure (Han & Du, 2023). Therefore, appropriately designed digital advertising strategies not only increase brand awareness but also strengthen consumers' purchase intentions.

2.2. Social Media

Social media has changed the pattern of interaction between companies and consumers. In addition to serving as a communication channel, these platforms also function as marketing tools that enable closer and more interactive relationships between brands and customers. Through features such as comments, reviews, content sharing, and online discussions, consumers can actively participate in marketing communication. Research by Ramadhani and Prasasti (2023) shows that social media marketing activities significantly affect consumers' purchase intention, and this effect becomes stronger through the formation of brand trust as a mediating variable (Ramadhani & Prasasti, 2023). Consistent with this finding, Appel et al. state that social media contributes to increasing brand awareness and customer loyalty through emotional attachment and sustained social interaction (Appel et al., 2020). In addition, Alnaser et al. found that Social Media Marketing Activities (SMMAs), such as entertainment, interaction, and trendiness, directly affect consumers' purchase intention (Alnaser et al., 2023). User-generated content also plays an important role in building brand credibility and accelerating the acceptance of new products in the market, as stated by Ramos & Ramos (Ramos & Ramos, 2024).

2.3. Purchase Decision

Kotler states that customer decision making is complex and passes through several stages, namely need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior (Kotler & Keller, 2021). External factors, such as digital advertising and interactions on social media, influence almost all of these stages. Research by Ramadhani and Prasasti (2023) found that social media marketing activities supported by brand trust can increase consumers' purchase intention (Ramadhani & Prasasti, 2023). In addition, research by Lomri, Hurriyati, and Dirgantari (2023) shows that social media advertising has a positive effect on online purchase decisions (Lomri et al., 2023). In

other words, in addition to internal drivers such as needs and personal preferences, exposure to digital marketing strategies also significantly shapes purchasing behavior in the modern era.

Digital advertising and social media, as external factors in digital marketing, have a significant influence on consumer behavior. Information from digital advertisements helps consumers recognize needs and identify relevant product options. Meanwhile, interactions on social media shape consumers' perceptions and beliefs about brands. Research by Usman & Wijaya shows that user-generated content and positive reviews on social media increase consumer trust when evaluating alternatives while also accelerating purchase decisions (Usman & Wijaya, 2024). Therefore, in the digital era, purchase decisions are influenced not only by personal needs and preferences but also by marketing activities taking place on digital platforms.

3. Research Method

The main study respondents consisted of 123 active marketplace users, including university students, school students, employees, housewives, and members of the general public who had made online purchases. Respondents were selected using purposive sampling by applying the criteria that they were active marketplace users and had made online purchases. These criteria were aligned with the screening questions included in the questionnaire to ensure that respondents had experience relevant to the research object.

Data were collected through questionnaires distributed directly to respondents for completion. The instrument used a Likert scale with the options Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1). The four-point scale was used to reduce the tendency to select a neutral response so that respondents' attitudes toward each statement could be expressed more clearly. All hypotheses were tested at a 5% significance level ($\alpha = 0.05$), with a hypothesis considered significant when $p < 0.05$. Data analysis was conducted using SPSS version 26 through descriptive statistics to describe respondent characteristics and data distribution, Pearson correlation to measure the strength of relationships among variables, and multiple linear regression to assess the contribution of digital advertising and social media activities to purchase decisions. Partial effects were evaluated using the t-test, simultaneous effects using the F-test, and the coefficient of determination (R^2) to measure the proportion of purchase-decision variation explained by the independent variables. Regression assumptions included residual normality and heteroscedasticity, while multicollinearity was tested to ensure that the independent variables did not have excessively high interrelationships. Residual independence was not tested separately because the study used cross-sectional data.

The research instrument was developed based on a literature review and previous studies related to digital advertising, social media activities, and purchase decisions. Each statement item was adapted from instruments used in previous studies and then adjusted to the context of digital marketing in Indonesia. To ensure the suitability of the indicators and measured constructs, content validation was conducted through expert judgment involving academics and digital marketing practitioners. Instrument development emphasized validity and reliability as the main requirements for measurement quality. According to Ramadhan et al. and Zainuri et al., validity describes the extent to which an instrument accurately measures what it is intended to measure, whereas reliability concerns the consistency of measurement results(Ramadhan et al., 2024) and (Zainuri et al., 2021). Irdiyansyah et al. state that a Cronbach's Alpha value of ≥ 0.70 indicates adequate reliability (Irdiyansyah et al., 2023). Mikkonen et al. emphasize that validity and reliability testing are crucial steps in instrument development because measurement quality affects the accuracy of research conclusions (Mikkonen et al., 2022).

The instrument was first tested on 35 active marketplace users who had made online purchases within the previous six months. The sample was selected purposively by considering respondents' experience with exposure to digital advertising and interaction through social media before making a purchase. The research instrument consisted of 15 statement items divided into three main constructs. The digital advertising variable (X_1) consisted of five items measuring advertising exposure frequency, content attractiveness, message relevance, and perceptions of information provided by advertisements. The social media activity variable (X_2) consisted of five items measuring consumer engagement in following brand accounts, reading reviews, sharing content, and interacting with promotional materials. Meanwhile, the purchase decision variable (Y) consisted of five items measuring consumers' tendency to purchase products after obtaining information from digital advertising and social media activities, including purchase intention and actual purchasing actions.

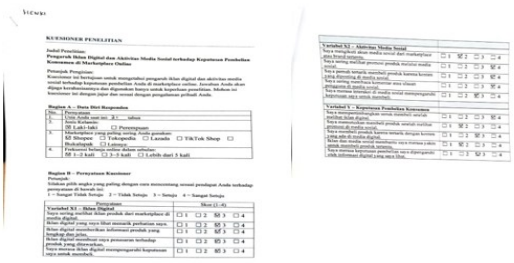


Figure 1. The Questionnaire Instrument

Validity testing was conducted by calculating the correlation coefficient between each item score and the total score using the Pearson Product Moment correlation. An item was considered valid when its correlation value was > 0.30 and significant at the 5% level. This approach ensured that only items with a high level of consistency with the construct were retained in the instrument. Reliability testing used Cronbach's Alpha to assess internal consistency among the items within each construct. Referring to Hair et al., Cronbach's Alpha ≥ 0.70 is considered acceptable, while ≥ 0.80 indicates good reliability (Hair et al., 2019). Reliability testing was also accompanied by an examination of the Corrected Item-Total Correlation and Cronbach's Alpha if Item Deleted to assess the contribution of each item to the overall consistency of the instrument . Through these procedures, the instrument was expected to meet validity and reliability criteria and be suitable for further research or evaluation of digital marketing practices.

4. Results and Discussion

4.1. Validity and Reliability

Validity was tested by relating each item score to the total construct score using Pearson correlation. An item was considered valid when its correlation coefficient (r-calculated) exceeded 0.30 and was significant at the 5% level. The analysis showed that all statement items met the established validity criteria. For the Digital Advertising construct (X_1), item-total correlations ranged from 0.395–0.640. These results indicate that each item represents dimensions of digital advertising, including advertising exposure intensity, content attractiveness, message relevance, and information received by consumers. All items had correlations above the minimum threshold and were therefore considered valid. The Social Media Activity construct (X_2) showed item-total correlations ranging from 0.426–0.687. These values indicate that the indicators used to measure consumer engagement in following brand accounts, reading reviews, sharing content, and interacting with promotions were appropriately aligned with the measured construct. The Purchase Decision construct (Y) had item-total correlations ranging from 0.537–0.726. These values indicate relatively high validity because each item was able to explain consumer purchasing behavior after receiving information through digital media. All 15 instrument items had correlation values above 0.30 and were significant at the 5% level; therefore, the research instrument met the empirical validity requirements and was suitable for data collection.

The reliability of the instrument was then tested using Cronbach's Alpha as a measure of reliability. The results showed an overall Cronbach's Alpha value of 0.767. Based on the criteria of Hair et al., this value falls within the acceptable reliability category, indicating adequate internal consistency. The Corrected Item-Total Correlation analysis showed that most items had values above 0.30 (Hair et al., 2019). Although several items had lower values, namely X2_4 (0.188) and Y5 (0.181), examination of Cronbach's Alpha if Item Deleted indicated that removing these two items did not significantly improve reliability. Therefore, all items were retained because they remained theoretically relevant for representing the research constructs. Table 1 presents a summary of the instrument validity test, while Table 2 presents the instrument reliability test.

Table 1. Instrument Validity Test

Construct	Item	r-calculated	r-table	Description
Digital Advertising (X1)	1	0.582	greater than 0,30	Valid
	2	0.612	greater than 0,30	Valid
	3	0.495	greater than 0,30	Valid
	4	0.640	greater than 0,30	Valid
	5	0.395	greater than 0,30	Valid
Social Media Activities (X2)	1	0.549	greater than 0,30	Valid
	2	0.520	greater than 0,30	Valid
	3	0.687	greater than 0,30	Valid
	4	0.426	greater than 0,30	Valid
	5	0.670	greater than 0,30	Valid
Purchase Decision (Y)	1	0.705	greater than 0,30	Valid
	2	0.659	greater than 0,30	Valid
	3	0.726	greater than 0,30	Valid
	4	0.671	greater than 0,30	Valid
	5	0.537	greater than 0,30	Valid

Table 2. Instrument Reliability Test

Construct	Number of Items	Cronbach's Alpha	Interpretation
Digital Advertising (X1)	5	0.74	Adequately reliable
Social Media Activities (X2)	5	0.76	Adequately reliable
Purchase Decision (Y)	5	0.79	Adequately reliable
Total Instrument	15	**0.767**	***Acceptable Reliability***

Based on these tests, the instrument was considered valid and reliable and could therefore be used to measure the effect of digital advertising and social media activities on consumers' purchase decisions.

4.2. Correlation Analysis Among Variables

Table 3. Correlation Results Among Variables

Variable	Purchase Decision	Digital Advertising	Social Media Activities
Purchase Decision	1,000	0,620	0,743
Digital Advertising Social Media Activities	0,620	1,000	0,608
	0,743	0,608	1,000
Sig.	0,000	0,000	0,000

The correlation analysis shows that digital advertising (X_1) has a positive relationship with purchase decisions (Y) of 0.620. Based on the interpretation of the correlation coefficient, this value represents a strong relationship. This means that improvements in the quality and effectiveness of digital advertising tend to be followed by increases in consumers' purchase decisions. Meanwhile, social media activities (X_2) have a correlation value of 0.743 with purchase decisions. This value is higher than the correlation for digital advertising, indicating that social media activities have a stronger relationship with consumers' purchase decisions.

In addition, the relationship between digital advertising and social media activities also shows a positive correlation of 0.608. All significance values are 0.000 (below 0.05), indicating that all relationships among the variables in this study

are statistically significant. These results indicate that the more intensive the exposure to digital advertising and the more active consumer engagement on social media, the greater the tendency of consumers to purchase products online.

4.3. Multiple Linear Regression Analysis

Table 4. Model Summary

R	R Square	Adjusted R Square	Std. Error
0,773	0,597	0,590	1,550

The regression analysis output shows a multiple correlation coefficient (R) of 0.773. This value indicates a strong simultaneous relationship between digital advertising and social media activities and purchase decisions. The R^2 value of 0.597 indicates that 59.7% of the variation in purchase decisions can be explained by the two independent variables used. Meanwhile, the remaining 40.3% is influenced by other factors not included in the study, such as price, product quality, brand image, service quality, sales promotion, and individual consumer characteristics. This R^2 value indicates that the regression model has a reasonably good ability to explain variations in consumers' purchase decisions in marketplaces.

4.4. Simultaneous Test (F-test)

Table 5. F-test Results

F-value	Sig.
88,946	0,000

The F-value = 88.946 with a significance value of 0.000, which is lower than 0.05, indicates that the regression model is statistically significant. In other words, digital advertising and social media activities simultaneously affect consumers' purchase decisions, making both variables important factors to consider when formulating digital marketing strategies.

4.5. Partial Test (t-test)

Table 6. t-test Results

Variable	B	Beta	t	Sig.
Constant	1,567	-	1,523	0,130
Digital Advertising (X1)	0,267	0,268	3,672	0,000
Social Media Activities (X2)	0,595	0,580	7,954	0,000

The resulting regression equation is: Y = 1.567 + 0.267 X1 + 0.595 X2

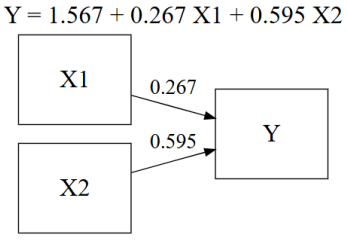


Figure 2. Research Model

The regression coefficient for digital advertising of 0.267 indicates that when the digital advertising score increases by one unit, the purchase decision is predicted to increase by 0.267 units, assuming the other variables remain constant. The t-value = 3.672 and significance = 0.000 indicate that this effect is statistically significant. Social media activities

have a regression coefficient of 0.595, with a t-value of 7.954 and a significance value of 0.000. These figures indicate that a one-unit increase in social media activities is expected to increase the purchase decision by 0.595 units, and this effect is positive and statistically significant.

The standardized beta values show that social media activities (β = 0.580) have a greater effect than digital advertising (β = 0.268). In other words, social media activities are the factor with the greatest influence on consumers' purchase decisions in marketplaces.

4.6. Multicollinearity Test

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF
Digital Advertising (X1)	0,631	1,585
Social Media Activities (X2)	0,631	1,585

The multicollinearity test produced tolerance values of 0.631 and VIF values of 1.585 for all independent variables. Since tolerance > 0.10 and VIF is well below 10, there is no indication of multicollinearity in the regression model. Therefore, both independent variables can be used simultaneously in the model without causing distortion in parameter estimates.

4.7. Regression Assumption Tests

Regression assumption tests were conducted to assess the suitability of the model before multiple linear regression analysis. The normality test of 123 residuals produced a Kolmogorov-Smirnov value of 0.115 with a significance value of 0.000 and a Shapiro-Wilk value of 0.956 with a significance value of 0.001. Based on these statistical tests, the residuals show a deviation from a normal distribution. However, graphical examination through the histogram shows a pattern that is relatively close to a normal distribution, while the Normal Q-Q Plot shows that most points are located around the diagonal line, although some deviations occur in certain areas. The standardized residual values ranged from -2.903 to 1.779, indicating that no extreme standardized residual values were identified. The heteroscedasticity test using the Glejser test produced significance values of 0.067 for digital advertising (X1) and 0.088 for social media activities (X2). Both values are greater than 0.05, indicating no indication of heteroscedasticity. This result is also supported by the scatterplot, which shows that the residual points are relatively randomly distributed around zero without forming a particular pattern.

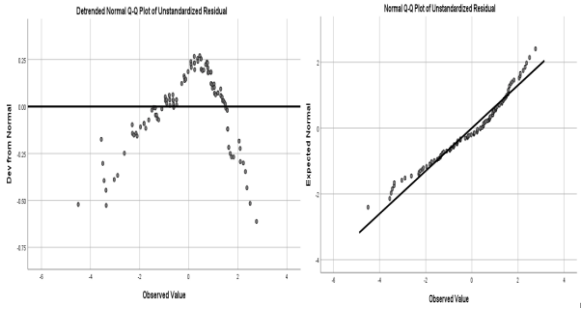


Figure 3. Histogram of Normaly Distribution

4.8. Discussion

The results show that digital advertising and social media activities have positive effects on consumers' purchase decisions. These findings indicate that consumers do not rely solely on information conveyed through company

advertisements but also consider social interactions occurring in digital media. Customer reviews, user comments, influencer recommendations, and other consumers' experiences become trusted sources of information before making a purchase. These findings strengthen consumer behavior theory, which states that social factors play a crucial role in the decision-making process. Social media provides a space for electronic word of mouth (e-WOM), namely the exchange of experiences, reviews, recommendations, and product information among consumers. Such information can increase consumer trust because it originates from other users' experiences and becomes a consideration when evaluating product alternatives before making a purchase.

On the other hand, digital advertising also makes a significant contribution to purchase decisions. Informative, relevant, and attractive advertisements can increase consumers' attention and strengthen their interest in purchasing products. The main advantage of digital advertising lies in its ability to conduct specific market segmentation based on users' age, interests, behavior, and location, making promotional messages more effective. These findings are consistent with the research of Haris Halim and Sitinjak, which indicates that social media has a positive effect on purchase decisions through the mechanism of electronic word of mouth (Halim & Sitinjak, 2022). The findings also support the results of Anggriani, Erdiansyah, and Salman, which show that social media promotion can increase purchase decisions by providing consumers with more attractive visual and interactive experiences, namely consumer-to-consumer communication that can influence perceptions and beliefs about a product (Anggriani et al., 2022).

Theoretically, these findings strengthen the concept of digital marketing, which positions digital advertising as a means of delivering information, while social media functions as a medium for building relationships, trust, and consumer engagement. The combination of the two has been shown to significantly improve purchase decisions. Therefore, companies need to integrate digital advertising strategies with active social media management through the provision of creative content, the use of influencers, responsive interaction, and optimization of digital platform algorithms to improve marketing effectiveness.

5. Conclusion

Based on the analysis results, digital advertising (X_1) has a positive and significant effect on purchase decisions (Y), meaning that the more effective the digital advertising exposure received by consumers, the greater the likelihood that they will make a purchase. Social media activities (X_2) also have a positive and significant effect; interactions on social media, such as reading reviews, viewing promotional content, and communicating with brand accounts, increase consumers' tendency to purchase. Simultaneously, digital advertising and social media activities significantly affect purchase decisions, with the regression model explaining 59.7% of the variation in purchase decisions (the remaining 40.3% is influenced by other factors outside the study). Of the two independent variables, social media activities were found to be the most dominant, as indicated by the largest standardized beta value. These findings confirm that optimizing digital marketing strategies through effective digital advertising management and interactive social media activities can be an important approach to increasing consumers' purchase decisions. Therefore, companies are advised not only to focus on delivering promotional messages through digital advertising but also to strengthen consumer engagement through social media to build trust, increase interaction, and encourage higher purchase decisions.

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