



The Effect of Social Media and E-Commerce on Consumers' Purchase Intention

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ABSTRACT

Grounded in a quantitative research framework, this inquiry investigates whether consumers' inclination to purchase within the Solo Raya region can be elucidated by their engagement with social media and e-commerce. The empirical evidence was obtained from 175 purposively recruited participants possessing prior experience with both digital channels. Responses were elicited through a web-based instrument employing a five-point Likert continuum. Within the analytical model, Social Media and E-Commerce functioned as explanatory constructs, whereas Consumer Purchase Intention constituted the outcome variable. Statistical examination was undertaken in SPSS, encompassing assessments of instrument validity and reliability, diagnostic tests of classical regression assumptions, multiple linear regression estimation, individual significance testing through the *t*-statistic, joint model evaluation using the *F*-test, and determination of explanatory power. The empirical estimates substantiate that stronger Social Media engagement corresponds with a significant elevation in Consumer Purchase Intention ($B = 0.594$; $t = 10.328$; $p < 0.001$). A congruent pattern is evident for E-Commerce, which likewise exerts a statistically significant positive contribution to purchase intention ($B = 0.430$; $t = 6.760$; $p < 0.001$). Simultaneously, both variables significantly affect Consumer Purchase Intention ($F = 732.799$; $p < 0.001$), with an Adjusted R^2 of 0.894.

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1. INTRODUCTION

Purchase intention is a fundamental concept in marketing and consumer behavior because it reflects consumers' willingness or tendency to purchase particular products or services (Yang et al., 2024). Beyond serving as an antecedent to actual purchasing behavior, The commercial endurance of a product and its capacity to sustain favorable market outcomes are substantially contingent upon consumers' propensity to proceed with a purchase. In recent years, consumer purchase intention has undergone substantial changes due to technological development, evolving social trends, and changes in the global economic environment (Huwaida et al., 2024). The proliferation of internet-based technologies and socially networked platforms has substantially reconfigured contemporary consumer information-seeking behavior. Prior to committing to a purchase, individuals can now scrutinize a far more expansive array of product- and service-related information, juxtapose competing alternatives, and undertake increasingly elaborate evaluative comparisons through digitally mediated sources (Al-Adwan et al., 2024). Consequently, companies are required to communicate product value more transparently, consistently, and competitively. At the same time, the expansion of e-commerce has enabled consumers to purchase products regardless of geographical and temporal limitations, thereby creating new dynamics in consumer decision-making (Wistedt, 2024). Companies that are able to understand these developments and respond through adaptive and innovative marketing strategies are more likely to stimulate consumer purchase intention and remain competitive in the digital marketplace (Yang et al., 2024).

Ideally, the utilization of social media and e-commerce should create additional value for consumers by improving access to information, convenience, and the overall shopping experience. Information delivered through digital platforms is expected to be transparent, accurate, relevant, and useful so that consumers can make more informed purchase decisions (Lu et al., 2023). Furthermore, the integration of social media and e-commerce can create a seamless customer journey in which consumers are able to discover product information, evaluate reviews and recommendations, interact with brands, and complete transactions with minimal barriers. The use of personalized content and data-driven recommendation systems may further improve consumer satisfaction by presenting products and information that correspond to individual preferences (Poirier et al., 2024). Therefore, social media and e-commerce are no longer merely promotional and transactional tools but have become integral components of the contemporary consumer decision-making process.

However, actual consumer behavior does not always correspond to this ideal condition. A survey involving more than 400 respondents in Indonesia, consisting primarily of consumers aged 18–44 years, showed that approximately 87% of respondents reported making purchase decisions based on recommendations from influencers and prominent celebrities. Fashion and footwear were among the most frequently purchased product categories, followed by beauty and electronic products. This phenomenon indicates that consumers' purchase intentions in digital environments may be shaped not only by objective product information but also by social influence and exposure to influential public figures. Empirical evidence from earlier investigations indicates that consumers' propensity to make purchasing decisions may be considerably shaped by their engagement with social media platforms (Lu et al., 2023). Concurrently, the accelerating proliferation of digital technologies has progressively

dismantled informational and transactional barriers, enabling consumers to locate product-related knowledge and complete purchasing activities with markedly greater convenience across digitally mediated environments (Huang et al., 2024; Wang et al., 2023). The availability of convenient purchasing facilities, particularly through e-commerce platforms, may therefore strengthen consumers' willingness to purchase products.

The increasing influence of digital platforms nevertheless raises an important research issue concerning the extent to which social media and e-commerce independently contribute to consumer purchase intention. Ideally, digital platforms provide consumers with transparent and accurate information that supports rational decision-making. In practice, however, consumer preferences may also be shaped by popularity, endorsements, online reviews, social presence, and other forms of social influence (Huang et al., 2024). This condition creates a gap between the informational function of digital platforms and the social mechanisms that influence consumer decisions. Understanding this issue is important because consumers may simultaneously obtain objective product information through e-commerce while being exposed to persuasive content and recommendations through social media. Therefore, examining social media and e-commerce within the same empirical model can provide a clearer understanding of their respective roles in shaping purchase intention.

Several previous studies provide important foundations for investigating this issue. Poirier et al. (2024) examined how social presence and product-photo diagnosticity influence consumer emotions and purchase intention in the context of brand-generated product images. Despite underscoring the relevance of social presence in shaping digital product displays, the study devotes comparatively little attention to social media as a wider promotional ecosystem. Addressing this broader dimension, Rosillo-Díaz et al. (2024) examined how consumers' judgments of product quality and their propensity to purchase are formed through several review-related attributes, including the volume of reviews, the trustworthiness of information sources, the perceived utility of review content, and prior experience with the brand. Their findings contribute to understanding the informational mechanisms underlying online purchasing decisions, although the interaction between e-commerce experiences and exposure to social media remains insufficiently explored. Meanwhile, Wang et al. (2023) focused on consumer perceived value, subjective presentation intention, and shopping risk in explaining purchase intention. Notwithstanding the insights generated by this inquiry, the salience of risk apprehension and confidence formation within digitally mediated purchasing remains particularly pronounced, the specific contribution of social media to the formation of these perceptions requires further examination.

Accordingly, the research gap lies in the limited empirical understanding of how social media and e-commerce simultaneously influence consumer purchase intention. Previous studies have generally emphasized specific elements of digital consumer behavior, such as product photographs, online reviews, perceived value, trust, or shopping risk, rather than directly examining the broader roles of social media and e-commerce within a single framework. In addition, specific social media characteristics, including influencer exposure, interactive content, customized feeds, and digital advertising, may interact with the convenience and informational benefits offered by e-commerce platforms in shaping consumer evaluations and purchasing preferences. Against this backdrop, greater scholarly scrutiny is warranted to elucidate whether, and to what magnitude, consumers' proclivity to

make purchases emerges from their interaction with digital commerce platforms and social networking environments.

The novelty of this study lies in integrating social media and e-commerce as two major components of the digital consumer ecosystem in explaining purchase intention. Rather than focusing exclusively on specific features such as online reviews, product images, perceived risk, or influencer endorsements, Rather than examining these digital channels in isolation, the present inquiry scrutinizes social media as a conduit for information circulation and interpersonal engagement, while positioning e-commerce as the infrastructure through which commercial transactions are effectuated. By situating consumer decision-making within a digitally interwoven marketplace, this study seeks to obtain a more nuanced account of how purchasing propensity is formed. Rather than treating digital platforms as isolated channels, the analysis examines the extent to which social media exposure and e-commerce engagement contribute to the emergence of consumers' intention to purchase. The investigation is therefore directed toward elucidating the respective roles of these two digital mechanisms in shaping prospective buying behavior. Conceptually, the results are anticipated to broaden scholarly discourse on contemporary digital consumption, while managerially, they may furnish businesses with a substantive basis for orchestrating social-media initiatives and e-commerce practices that are more conducive to strengthening purchase intention.

1.1. Literature Review

Theory of Planned Behavior (TPB)

As a conceptual refinement of the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), formulated by Icek Ajzen, offers an explanatory architecture for apprehending the antecedents that underlie deliberate human action across heterogeneous situational settings (Rosalina Widyayanti & Widya Wiwaha Evi, 2024). Rather than construing behavioral intention as an isolated psychological inclination, TPB attributes its emergence to the conjoint operation of three pivotal determinants, namely an individual's evaluative disposition toward the contemplated behavior, perceived normative expectations emanating from socially significant others, and the perceived degree of personal command over behavioral enactment. When transposed into the milieu of social media and electronic commerce, this theoretical lens becomes particularly germane for elucidating how consumers progressively crystallize their propensity to undertake purchasing decisions. Social media and e-commerce may influence consumer attitudes by providing product information, reviews, and promotional content, while subjective norms can be shaped through recommendations from friends, online communities, influencers, and other reference groups. At the same time, the accessibility and convenience offered by e-commerce platforms may strengthen perceived behavioral control because consumers perceive online purchasing as easier and more feasible. Therefore, TPB is employed in this study to explain how psychological evaluations, social influence, and perceived ease of performing purchasing behavior contribute to the development of consumer purchase intention in digital environments (Ajzen, 1991; Kim & Ko, 2012). The theory is particularly relevant because social media and e-commerce can influence the three fundamental determinants of behavioral intention, making TPB an appropriate theoretical foundation for examining the relationship between social media, e-commerce, and consumer purchase intention (Ajzen, 1991).

Technology Acceptance Model (TAM)

Within studies of technological adoption, the Technology Acceptance Model (TAM) provides a conceptual framework for elucidating the mechanisms underlying an individual's willingness to embrace and subsequently utilize a technological system. In the present study, this framework is situated within the context of e-commerce platforms and applications. Rather than treating technology acceptance as an incidental behavioral outcome, TAM attributes such acceptance primarily to users' cognitive appraisals of whether a system offers practical benefits and can be operated with minimal effort. These evaluative dimensions, conventionally conceptualized as perceived usefulness and perceived ease of use, contribute to the formation of favorable or unfavorable attitudes and ultimately shape behavioral intentions toward technology utilization (Davis, 1989). Owing to its parsimonious conceptual architecture while retaining considerable explanatory potency, TAM has remained extensively employed in empirical inquiries concerning the adoption of information technologies (Putranto & Pramudiana, 2015).

The notion of perceived usefulness is grounded in an individual's appraisal of whether engagement with a technological application yields tangible functional gains or facilitates superior task accomplishment (Saripah et al., 2016). Rather than merely reflecting technological adoption, this construct captures the perceived instrumental value derived from the system. When users discern that a technology contributes appreciably to efficiency, productivity, or task execution, their propensity to embrace and retain its use tends to become more pronounced. Within the Technology Acceptance Model (TAM), Eka et al. (2024) conceptualize perceived usefulness as a cognitive judgment concerning the capacity of a technological system to augment individual performance, which ultimately shapes subsequent usage intention. In contrast, perceived ease of use pertains to users' perception that operating a technological system entails negligible cognitive or physical exertion, thereby enabling interaction with the system to proceed with relative simplicity and minimal procedural encumbrance, particularly when conducting online shopping activities (Rohim, 2021). In addition, facilitating conditions, including the availability of adequate resources and supporting infrastructure, may further encourage individuals to utilize technology effectively (Ambarawati et al., 2020). Therefore, TAM provides an appropriate foundation for explaining how the usefulness, convenience, and supporting conditions of e-commerce may contribute to stronger consumer acceptance and purchase intention.

Social Media

The proliferation of social media has reconfigured the architecture of contemporary communication by dismantling the largely unidirectional conventions that once governed interpersonal exchange, information circulation, and commercial engagement. Rather than functioning merely as channels for message transmission, digital platforms including Facebook, Twitter, Instagram, LinkedIn, and TikTok have evolved into participatory ecosystems in which individuals simultaneously assume the roles of information recipients, content producers, and active interlocutors (Joshua et al., 2024). Through an amalgamation of textual posts, visual materials, audiovisual content, and real-time broadcasting, these platforms facilitate the instantaneous dissemination and reciprocal negotiation of information. Such communicative fluidity distinguishes social media from conventional media because audiences are no longer confined to passive consumption; instead, they can initiate discourse, construct their own material, and establish immediate interaction with

geographically dispersed users (Ilma Isnaini, 2023). From a marketing perspective, social media enables companies to reach broader yet more specific target markets through personalized content and data-driven advertising strategies (Wang et al., 2023). Social media also facilitates interactions among individuals with similar interests, enabling marketers to identify and communicate with particular consumer groups more effectively (Sun & Wang, 2020). However, the extensive use of social media also requires adequate digital literacy so that users can manage privacy, evaluate the credibility of information, and use digital platforms responsibly. Thus, social media has become an important component of modern life and provides substantial benefits for communication and marketing activities (Kurniawan, 2021), although its utilization also presents challenges that require individual awareness and appropriate policies to ensure safe and responsible use (Rosillo-Díaz et al., 2024).

E-Commerce

The emergence of digitally mediated commerce has fundamentally reconfigured conventional exchange mechanisms by relocating commercial activities into Internet-enabled environments. Within this framework, e-commerce encompasses electronically facilitated transactions involving products or services, together with the transmission of monetary payments and transactional information necessary to finalize the exchange. By diminishing dependence on physical proximity and territorial boundaries, this mode of commerce has substantially altered how firms engage with markets and how consumers participate in purchasing activities across different geographical settings (Briliana et al., 2020). The emergence of e-commerce is closely associated with the development of the Internet as a communication medium in the late twentieth century and has evolved from relatively simple electronic transactions using email and Electronic Data Interchange (EDI) into sophisticated online marketplaces, digital payment systems, and integrated supply chain management platforms (Arora et al., 2019). E-commerce is generally categorized into business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), and consumer-to-business (C2B) models, each of which has different transaction structures and operational characteristics. B2B e-commerce involves transactions between business entities, such as manufacturers, distributors, wholesalers, and retailers, and often involves integrated order-processing, inventory, and payment systems (Susanti, 2022). In contrast, B2C e-commerce involves direct transactions between businesses and end consumers through online stores, marketplaces, or mobile applications and represents one of the most familiar forms of e-commerce among consumers (Al-Adwan et al., 2024). As e-commerce continues to become an important component of the global digital economy, its performance and development can be evaluated through relevant indicators that describe market trends, platform effectiveness, consumer responses, and areas requiring further improvement (Huwaida et al., 2024).

Consumer Purchase Intention

Rather than being confined to the act of purchasing itself, consumer purchase intention denotes a prospective behavioral inclination reflecting the extent to which an individual is predisposed to acquire a specific product or service. Its formation frequently originates from the consumer's cognitive and affective appraisal of various marketplace stimuli, including judgments regarding product excellence, pricing considerations, brand-related perceptions, and recollections derived from prior consumption encounters. Consequently, purchase intention is widely employed as an anticipatory indicator of subsequent consumer behavior, even though such an inclination does not invariably culminate in an actual transaction. In this

sense, the construct offers a meaningful representation of the probable direction of consumers' future purchasing decisions (Kotler et al., 2018). The emergence of such intention is not attributable to a singular determinant, as it may arise from the interplay between endogenous characteristics of the consumer and exogenous influences originating from the surrounding environment. Among the endogenous determinants are personal necessities and individual considerations, desires, preferences, previous experiences, lifestyles, and perceptions of particular products or services; for example, consumers with a health-oriented lifestyle may demonstrate stronger purchase intentions toward products associated with health and fitness (Chandras et al., 2024). External factors include economic conditions, market trends, government policies, and social and cultural influences, which can alter consumers' ability and willingness to purchase particular products. Consequently, businesses are required to continuously innovate and adjust their strategies according to changes in consumer needs and preferences in order to stimulate purchase intention effectively (Biancolin & Rotaris, 2024). Measuring purchase intention is also important for understanding market behavior, estimating potential demand, evaluating consumers' responses to current trends, and identifying how economic and marketing factors may influence purchasing decisions, thereby providing useful information for developing strategies aimed at increasing sales and supporting long-term business performance (Huang et al., 2024).

Hypothesis Development

Social Media and Consumer Purchase Intention

Within the contemporary marketplace, consumers' purchasing inclinations are increasingly shaped by digitally mediated interactions, with social media occupying a pivotal position in this transformation. Rather than operating exclusively as a channel for interpersonal communication and the circulation of personal narratives, social media has evolved into a commercially consequential environment through which firms cultivate consumer attention, amplify brand salience, distribute product-related information, and stimulate prospective buying behavior (Nur Arafah et al., 2022). Its extensive global user base further enables marketers to exploit preference-related data in configuring promotional messages that correspond more precisely with the interests, behavioral tendencies, and perceived necessities of particular consumer segments. Such individualized communication can enhance the pertinence of promotional exposure and improve the persuasive capacity of marketing initiatives. Equally important is the proliferation of electronic word-of-mouth within social platforms, manifested through reviews, recommendations, commentaries, testimonials, and diverse forms of user-generated content. These peer-generated informational cues may substantially inform consumers' product appraisals prior to the formation of a purchasing decision (Wistedt, 2024). Accordingly, repeated exposure to commercial content, coupled with active participation in social-media environments, may progressively intensify consumers' propensity to consider and ultimately acquire advertised products. This proposition is corroborated by prior empirical inquiries undertaken by Poirier et al. (2024), Vasiliki (2023), and M. Raghil (2024), which collectively demonstrate a positive association between social media and consumer purchase intention. On the basis of this conceptual reasoning and accumulated empirical substantiation, the following hypothesis is formulated:

H1: Social media positively influences consumer purchase intention.

E-Commerce and Consumer Purchase Intention

The proliferation of digitally mediated commerce has reconfigured the manner in which consumers search for, evaluate, and acquire products. Within this transformation, e-commerce operates as a technology-enabled commercial ecosystem through which goods, services, and information can be exchanged by means of interconnected computer networks, particularly the Internet (Turban et al., 2018). Rather than merely relocating conventional transactions to an online environment, e-commerce furnishes consumers with a broader constellation of purchasing conveniences, including instantaneous product accessibility, detailed informational cues, comparative pricing, peer-generated evaluations, diversified payment mechanisms, and fewer temporal or spatial restrictions. Such affordances can attenuate the frictions commonly encountered in traditional purchasing processes and, consequently, strengthen consumers' propensity to initiate a transaction.

From a behavioral perspective, purchase intention denotes an individual's prospective inclination to choose and subsequently acquire a specific offering. It represents a cognitive and motivational precursor that signals the likelihood of future purchasing behavior (Ferdinand, 2014). Accordingly, when an e-commerce platform is perceived as increasingly expedient, accessible, and operationally efficient, consumers are more likely to develop a stronger disposition toward purchasing through that digital channel. This proposition is corroborated by prior empirical inquiries conducted by Silvia (2021), Li Li et al. (2023), and Lu Yuan et al. (2023), all of which identify e-commerce as a relevant determinant of consumer purchase intention. On the basis of this conceptual reasoning and accumulated empirical evidence, the following hypothesis is formulated:

H2: E-commerce has a positive effect on consumer purchase intention.

Social Media and E-Commerce and Consumer Purchase Intention

Consumer purchasing patterns have undergone a substantial reconfiguration as digital ecosystems continue to proliferate, with social networking platforms and online marketplaces becoming increasingly embedded in contemporary purchase decision-making. These two digital platforms have changed how consumers discover products, obtain information, communicate with brands, evaluate alternatives, and ultimately make purchasing decisions (Momen, 2020). Social media provides businesses with broad market reach and opportunities to communicate promotional messages, display products, generate consumer engagement, and establish direct interactions with potential customers (Albar et al., 2022), while e-commerce provides the transactional infrastructure that enables consumers to conveniently search for, evaluate, and purchase products online. The combination of persuasive digital marketing through social media and convenient purchasing facilities through e-commerce creates an environment that can stimulate consumer interest and support increased sales (Yudha & Irawan, 2022). Consequently, business competitiveness in the digital market increasingly depends on the ability to effectively integrate social media marketing activities with e-commerce services to attract and retain consumers (Albar et al., 2022). This relationship is supported by previous studies conducted by Biancolin and Rotaris (2024), Kurniawan (2021), and Wang et al. (2023), which indicate that social media and e-commerce contribute to consumer purchase intention. Therefore, the following hypothesis is proposed:

H3: Social media and e-commerce simultaneously have a positive effect on consumer purchase intention.

2. METHOD

A quantitative research design was adopted to investigate how Social Media and E-Commerce contribute to the formation of Consumer Purchase Intention among individuals residing in the Solo Raya region. Participant recruitment was undertaken through purposive selection, restricting eligibility to respondents who had previously engaged with both social networking services and electronic commerce platforms. Application of Cochran's sample determination procedure yielded a required sample size of 175 participants. Empirical information was obtained from primary sources through a web-based survey circulated across digital communication channels. Responses to each measurement item were captured using a five-level Likert continuum, extending from 1, denoting Strongly Disagree, to 5, denoting Strongly Agree. Within the proposed analytical framework, Social Media (X1) and E-Commerce (X2) functioned as exogenous constructs, whereas Consumer Purchase Intention (Y) was positioned as the endogenous construct. Social Media was measured through usage intensity, exposure to product-related content, interaction with content, recommendations, and trust in online reviews, while E-Commerce was measured through accessibility, transaction security, product variety, pricing, reviews and ratings, and customer service. Consumer Purchase Intention was assessed through brand awareness, perceived quality, online reviews, access to product information, promotions, and social media recommendations. The empirical dataset underwent a sequential statistical examination in SPSS. Initial scrutiny focused on establishing measurement adequacy through validity and reliability assessments, followed by diagnostic evaluation of the regression prerequisites encompassing residual normality, collinearity among predictors, and heteroskedasticity. Subsequently, the hypothesized associations were appraised using multiple linear regression, with the inferential framework incorporating partial significance testing through the *t*-statistic, joint significance assessment through the *F*-statistic, and explanatory capacity estimation based on the coefficient of determination (R^2) (Sugiyono, 2019; Ghozali, 2018).

3. RESULT AND DISCUSSION

Description of the Research Sample

Within the Soloraya region, this research investigates how exposure to social networking platforms and digital commerce ecosystems shapes consumers' propensity to make purchases. Using purposive sampling, 175 respondents who met the specified criteria were selected. Their demographic characteristics by gender, age, and domicile are presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	78	44.6
	Female	97	55.4
Age	17–25 years	124	70.9
	> 25 years	51	29.1
Domicile	Karanganyar	41	23.4
	Surakarta	57	32.6
	Sukoharjo	41	23.4

	Wonogiri	2	1.1
	Klaten	34	19.4
Total Respondents			
	175	100.0	

Table 1 delineates the demographic composition of the participants, with women constituting the predominant group at 97 individuals (55.4%), compared with 78 men (44.6%). With respect to the age distribution, respondents were largely concentrated within the 17–25-year age bracket, comprising 124 respondents (70.9%), whereas 51 respondents (29.1%) were over 25 years old, indicating that the sample was predominantly composed of younger consumers who are generally more familiar with social media and e-commerce activities. Regarding domicile, Surakarta contributed the largest proportion of respondents with 57 individuals (32.6%), followed by Karanganyar and Sukoharjo with 41 respondents (23.4%) each, Klaten with 34 respondents (19.4%), and Wonogiri with 2 respondents (1.1%). Overall, the respondent profile indicates that the study primarily represents young consumers, with a slightly higher proportion of female participants and respondents distributed across several areas within Solo Raya.

Validity Test

Prior to the execution of the principal statistical procedures, the measurement instruments underwent an assessment of their validity and reliability, with the corresponding outcomes summarized in Table 2.

Table 2. Validity and Reliability Test Results

Variable	Item	Pearson Correlation	Sig.	Validity	CA	Reliability
Social Media (X1)	X01.01	0.832	0.000	Valid	0.921	Reliable
	X01.02	0.890	0.000	Valid		
	X01.03	0.855	0.000	Valid		
	X01.04	0.823	0.000	Valid		
	X01.05	0.829	0.000	Valid		
	X01.06	0.859	0.000	Valid		
E-Commerce (X2)	X02.01	0.834	0.000	Valid	0.912	Reliable
	X02.02	0.854	0.000	Valid		
	X02.03	0.859	0.000	Valid		
	X02.04	0.846	0.000	Valid		
	X02.05	0.817	0.000	Valid		
	X02.06	0.796	0.000	Valid		
Consumer Purchase Intention (Y)	Y01.01	0.865	0.000	Valid	0.926	Reliable
	Y01.02	0.876	0.000	Valid		
	Y01.03	0.866	0.000	Valid		
	Y01.04	0.833	0.000	Valid		
	Y01.05	0.845	0.000	Valid		
	Y01.06	0.840	0.000	Valid		

The results in Table 2 show that all questionnaire items for Social Media, E-Commerce, and Consumer Purchase Intention have significance values of 0.000, which are below the 0.05 threshold, indicating that all items are valid and capable of appropriately measuring their respective constructs. Reliability assessment further yielded Cronbach's Alpha coefficients of 0.921, 0.912, and 0.926 for Social Media, E-Commerce, and Consumer Purchase Intention, respectively. These coefficients uniformly surpass the prescribed adequacy threshold of 0.60, signifying that each construct possesses acceptable measurement dependability. Accordingly,

the instrument exhibits both adequate construct validity and robust internal coherence, thereby rendering it appropriate for progression to the ensuing stages of statistical examination.

Classical Assumption Test

Normality Test

Residual distribution conformity with the normality assumption was ascertained through the One-Sample Kolmogorov–Smirnov procedure. The corresponding statistical outcomes are delineated in Table 3.

Table 3. Normality Test Results

Indicator	Value
N	175
Test Statistic	0.055
Asymp. Sig. (2-tailed)	0.200

The residual distribution may be regarded as normal, given that the Asymp. Sig. statistic reported in Table 3 reaches 0.200 and thus surpasses the 0.05 criterion. This empirical evidence consequently confirms the fulfillment of the normality prerequisite within the regression specification.

Multicollinearity Test

Potential collinearity across the predictor variables was diagnosed through a multicollinearity assessment. The model was regarded as having no problematic interdependence when Tolerance exceeded 0.10 and the Variance Inflation Factor (VIF) remained under 10. The corresponding findings are reported in Table 4.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Social Media	0.190	5.271	No multicollinearity
E-Commerce	0.190	5.271	No multicollinearity

As reported in Table 4, identical diagnostic outcomes are observed for Social Media and E-Commerce, with each construct yielding a Tolerance coefficient of 0.190 and a VIF magnitude of 5.271. Given that the recorded Tolerance exceeds the 0.10 criterion while the corresponding VIF remains beneath the threshold of 10, no multicollinearity indication is evidenced among the predictors incorporated into the regression specification.

Heteroskedasticity Test

The Glejser test was used to detect heteroskedasticity, with significance values above 0.05 indicating its absence. The results are presented in Table 5.

Table 5. Heteroskedasticity Test Results

Variable	Sig.	Result
Social Media	0.657	No heteroskedasticity
E-Commerce	0.852	No heteroskedasticity

As presented in Table 5, the significance values for Social Media and E-Commerce are 0.657 and 0.852, respectively, both of which exceed 0.05. Therefore, the regression model does not exhibit heteroskedasticity. Overall, the results of the classical assumption tests confirm that the regression model satisfies the assumptions of normality, absence of multicollinearity, and homoscedasticity and is therefore appropriate for further hypothesis testing.

Multiple Linear Regression Analysis

Table 6 presents the regression, hypothesis testing, and coefficient of determination results for Social Media and E-Commerce effects on Consumer Purchase Intention.

Table 6. Multiple Linear Regression and Hypothesis Testing Results

Variable / Statistic	B	Std. Error	Beta	t	Sig.	Result
Constant	-1.098	0.717		-1.530	0.128	
Social Media	0.594	0.057	0.586	10.328	<0.001	Positive and Significant
E-Commerce	0.430	0.064	0.384	6.760	<0.001	Positive and Significant
F-statistic	732.799					
Sig. F					<0.001	
R ²	0.895					
Adjusted R ²	0.894					

Empirical estimation substantiates the salience of both Social Media and E-Commerce in shaping Consumer Purchase Intention. A statistically robust positive association emerges for Social Media, as evidenced by $B = 0.594$, $\beta = 0.586$, $t = 10.328$, and $p < 0.001$. A commensurate yet comparatively attenuated contribution is also attributable to E-Commerce, with $B = 0.430$, $\beta = 0.384$, $t = 6.760$, and $p < 0.001$. Judging from the standardized coefficients, Social Media exerts a more pronounced explanatory contribution to Consumer Purchase Intention ($\beta = 0.586$) than E-Commerce ($\beta = 0.384$). The omnibus assessment further corroborates the collective explanatory relevance of both predictors, yielding an F-statistic of 732.799 accompanied by $\text{Sig. } F < 0.001$. In addition, the model produces an R^2 of 0.895 and an Adjusted R^2 of 0.894, signifying that 89.4% of the variability in Consumer Purchase Intention is accounted for by the specified predictors, whereas the residual 10.6% is attributable to determinants beyond the analytical model. On this empirical basis, H1, H2, and H3 receive statistical support.

Discussion

The Effect of Social Media on Consumer Purchase Intention

The partial t -test results substantiate a statistically meaningful and positive association between Social Media and Consumer Purchase Intention, as evidenced by a t -statistic of 10.328 and a significance level of $p < 0.001$. Rather than merely functioning as a promotional conduit, intensified and strategically orchestrated social media utilization appears to cultivate a greater propensity among consumers to initiate purchasing decisions. Through these digital platforms, business entities are able to circulate product-related information with greater immediacy, reach broader audiences, communicate directly with consumers, and present products through attractive visual and interactive content. These characteristics can increase consumer awareness, interest, and confidence in the products being promoted. From the perspective of the Theory of Planned Behavior (TPB), social media may shape consumers' attitudes through product information and promotional content while also strengthening subjective norms through recommendations, reviews, influencers, and interactions with other users. Consequently, positive exposure and social influence generated through social media can strengthen consumers' intention to purchase. This result is consistent with Poirier et al. (2024), Vasiliki (2023), and M. Raghil (2024), who found that social media positively contributes to consumer purchase intention. Therefore, H1 is supported, confirming that social media represents an effective digital marketing instrument for stimulating consumer interest in purchasing products.

The Effect of E-Commerce on Consumer Purchase Intention

The partial *t*-test further establishes a statistically meaningful positive association between E-Commerce and Consumer Purchase Intention, as evidenced by a *t*-statistic of 6.760 and a *p*-value below 0.001. Such an outcome suggests that consumers' propensity to make purchases may intensify when digital commerce platforms provide greater transactional accessibility, operational simplicity, security assurance, product assortment, and procedural efficiency. Through e-commerce environments, consumers are afforded extensive facilities for examining product specifications, juxtaposing prices, consulting user evaluations, selecting among diverse payment mechanisms, and completing transactions irrespective of spatial and temporal constraints. Within the conceptual framework of the Technology Acceptance Model (TAM), this tendency may be interpreted through the constructs of perceived usefulness and perceived ease of use. Purchase intention is therefore more likely to emerge when consumers regard an e-commerce system as instrumentally advantageous for acquiring products efficiently while simultaneously perceiving its interface and transactional procedures as uncomplicated to navigate (Davis, 1989). Corroborating evidence from Silvia (2021), Li Li et al. (2023), and Lu Yuan et al. (2023) likewise demonstrates that e-commerce exerts a statistically meaningful role in shaping consumers' propensity to make purchases. On this basis, H2 is empirically substantiated, implying that heightened platform operability and transactional convenience within e-commerce ecosystems tend to amplify consumers' inclination toward online purchasing.

The Effect of Social Media and E-Commerce on Consumer Purchase Intention

An F-statistic of 732.799 accompanied by a probability below 0.001 substantiates the concurrent explanatory contribution of Social Media and E-Commerce toward Consumer Purchase Intention, thereby confirming a statistically significant joint association. This result demonstrates that the combination of digital marketing exposure and convenient online transaction facilities creates a stronger environment for encouraging consumer purchasing interest. Social media primarily performs an informational, promotional, and social-interaction function by attracting consumer attention, building awareness, and stimulating interest, whereas e-commerce provides the transactional infrastructure required to transform that interest into a more concrete purchasing intention. The two platforms therefore perform complementary roles throughout the digital consumer journey, from product discovery and evaluation to transaction preparation. This finding is consistent with Biancolin and Rotaris (2024), Kurniawan (2021), and Wang et al. (2023), who emphasize the importance of digital platforms in shaping consumer purchasing behavior. Moreover, the Adjusted R^2 value of 0.894 indicates that Social Media and E-Commerce jointly explain 89.4% of the variation in Consumer Purchase Intention, demonstrating the strong explanatory power of the model. Therefore, H3 is supported, suggesting that integrating social media marketing with effective e-commerce services can serve as a strategic approach for increasing consumer purchase intention in the digital marketplace.

4. CONCLUSION

The empirical results demonstrate that Consumer Purchase Intention is significantly and positively influenced by both Social Media and E-Commerce, both individually and

simultaneously. The strategic use of social media, particularly through engaging, informative, and visually appealing content supported by relevant influencer promotions, can enhance consumers' interest in products. Meanwhile, e-commerce contributes to purchase intention by providing convenient product access, efficient transaction processes, product reviews and ratings, and practical payment options. The integration of these two digital channels creates a complementary marketing environment in which social media plays a role in attracting consumer attention and shaping perceptions, while e-commerce facilitates the purchasing process.

Based on these findings, businesses are encouraged to optimize creative and informative social media marketing, collaborate selectively with relevant influencers, improve the quality and reliability of e-commerce services, and integrate social media and e-commerce through social commerce strategies. Future research is recommended to incorporate additional variables, such as consumer trust, price, product quality, and brand image, as well as to expand the research scope to different regions and consumer segments. The use of qualitative or mixed-method approaches is also recommended to provide a more comprehensive understanding of consumer behavior. Consumers, meanwhile, are encouraged to enhance their digital literacy and critically evaluate promotional information, particularly influencer recommendations, to support more rational and informed purchasing decisions.

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