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The Power of Social Media Marketing in Purchase Intention of Packaged Sambal

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ABSTRACT

Sambal, a type of chili sauce, is a popular food product, making it essential for producers to develop the right strategies to boost sales. Social media Marketing was important in introducing products and increasing consumer purchase intention for packaged sambal. This study aims to analyze the power of social media advertising on the purchase intention of packaged sambal. Specifically, it investigates the influence of visuals, special offers, music, language, interaction, endorsements, and followers on purchase intention. Data were collected through surveys distributed to 106 social media users. This study uses multiple linear regression analysis and is conducted using SPSS software. The results show that visual elements and the number of followers significantly influence consumer's purchasing intention. A simple and visually appealing design enhances information comprehension, making it easier for potential buyers to understand product details. Additionally, the high number of followers could increase consumer trust and brand credibility, positively affecting purchase decisions. On the other hand, factors such as special offers, music, language, interaction, and endorsements did not affect purchase intention significantly. These results provide valuable insights for packaged sambal producers, highlighting the importance of optimizing their social media marketing strategies by focusing on the most effective elements.

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Introduction

Marketing strategies have evolved alongside the advancement of digital technologies. One of the digital technology developments that supports marketing is social media. Social media is the most frequently used platform by the public, especially those actively accessing information and following the latest developments (Fauzi et al., 2024). Advertising on social media has grown enormously in recent years due to its significance in influencing consumer buying behavior (Yudha et al., 2024). Social media such as Instagram, TikTok, Facebook, and YouTube have become effective platforms for marketing through creative content such as video reviews, paid advertising, and promotions from public figures. The marketing strategy on one of the social media, TikTok, significantly impacts purchasing decisions for culinary products (Adirestuty et al., 2025). It shows that the TikTok platform is effective in attracting purchasing intention. Direct interaction between consumers through online reviews, comments, and word-of-mouth can influence others to share their opinions and encourage social media users to try the products offered based on their experiences (Liu et al., 2021).

Sambal is a processed product made from chili raw materials. Sambal is one of the food products that is popular with the public, so it requires sambal producers to determine the right strategy to meet consumer demand for sambal (V. T. Putri & Suprati, 2021). Practical lifestyles have made sambal, intending to make them easier to reach consumers and last longer for consumption. Promotion on social media is one way for producers to introduce products to the broader community. Promotion on social media can create trends and virality for products, thereby drastically increasing purchasing intention (Wardani et al., 2025). Promotion of packaged sambal is more likely to be on target with targeted advertising features based on user preferences on social media, Instagram, and Facebook. Long videos provided by YouTube allow potential buyers to better understand the product's advantages in detail through video reviews (Kaplan & Haenlein, 2010). The combination of the right marketing strategy and the use of social media algorithms are important factors in promotion on social media to introduce products and increase purchasing intention in packaged sambal. Therefore, understanding how interest in packaged sambal is important to research.

Several previous studies have discussed the impact of social media on consumer purchasing decisions in various industries. According to Kotler & Keller (2012), social media is an online activity and program designed to engage consumers or potential consumers, which can directly or indirectly increase awareness, improve image, and create sales of a product or service. In the context of digital marketing, Maksi et al., (2023), outline several important aspects of marketing food products through digital media, such as commercial videos, display ads, and endorsements, which can increase advertising effectiveness and build brand awareness or consumption desire. Furthermore, Elliott et al. (2025), highlight persuasive social media techniques, such as the use of visuals, special offers, music, humor, and interaction, which have different appeals to consumers depending on the platform used. The importance of visual elements in digital marketing is also emphasized in various studies. Choi & Lee (2020), stated that visual elements displayed on social media can build positive perceptions and increase purchasing intention in a product. This is reinforced by the findings in the study conducted by (Mendo et al., 2023), who found that consumers identified image and color characteristics as the most attractive elements of digital food marketing. In addition, research by Sopari et al. (2024), shows that the use of well-planned visual elements can increase the appeal of content and the effectiveness of message delivery.

In addition to visuals, music on social media also plays an important role in building brand awareness and influencing consumer purchasing intention. Kavas (2024), shows that music in social media advertising can increase brand awareness and encourage purchasing decisions. Another influential factor is

marketing strategy, such as price promotions. According to Kotler (2016), price cuts are an effective savings strategy to attract consumer interest. This is in line with the findings of Herlina et al. (2021), which show that the flash sale promotion model has a positive relationship with purchasing decisions. In addition, the choice of words and delivery methods in digital marketing can also influence online purchasing decisions. (Juliansyah et al., 2021) emphasized that the right communication strategy can increase marketing effectiveness. This is supported by Setiawan (2019), who argues that the use of good and correct Indonesian can increase consumer trust, strengthen brand recognition, and help online stores build positive brand awareness. Interactions on social media also play a role in forming good perceptions for consumers. Lavanya et al (2023), found that interactions on social media can increase source credibility, the similarity of perception between consumers and information sources (source homophily), and content quality. Celebgrams, for example, have a role in introducing products to the wider community or their followers (Hidayah et al., 2021). In addition, Lee & Eastin (2022), found that both celebrity and non-celebrity influencers can influence consumer trust and purchasing intention.

The number of followers is also an important indicator in social media. Social media users usually follow certain accounts because of their interest in their content (Y. M. Putri, 2024). Laksmi & Oktafani (2016) concluded that the number of followers has a significant effect on purchasing decisions. The number of followers attributes, such as total followers, reposts, connections with public figures, and level of interaction, can influence the decision-making process of potential customers in making purchases. In addition, research by Hidayah et al. (2021) shows that social media such as Instagram, Facebook, and Twitter are effective in marketing food and beverage products. With the various features offered, these platforms enable more interactive and attractive marketing for consumers. Although various studies have discussed factors such as visual elements, music, price promotions, word choice, social media interactions, number of followers, and the effectiveness of social media in marketing food and beverage products, there has been a study that specifically examines these seven variables in the context of packaged sambal.

This study aims to identify the power of social media advertising on the purchase intent of packaged sambal. The main focus of this study is to explore how packaged sambal producers use social media platforms such as Instagram, TikTok, Facebook, and YouTube to influence consumers' desire to purchase. The importance of this study is based on the increasing trend of packaged sambal consumption in Indonesia and the increasingly tight competition in the packaged food industry. The results of this study are expected to help packaged sambal producers design more efficient and targeted marketing on social media by understanding the most effective marketing strategies with social media. In addition, this study is also expected to contribute to the academic literature on digital marketing in the food and beverage industry.

Literature Review

Visual

According to Haidar & Martadi (2021), Visual content is content with a visual or design component. Such as images included in articles or blogs will be a form of visual content. Compelling visual content marketing is characterized by design elements that attract the audience's attention, including attractive design, structured layout, and color selection match the brand identity or target audience. The use of well-planned visual elements has been proven to increase the appeal of the content and the effectiveness of message delivery (Zakik et al., 2022).

Chen et al. (2022), found that consumer visual browsing behavior is closely related to purchase intention. Meanwhile, Lee & Eastin (2022), showed that product visualization through social media content, such as TikTok and Instagram, can influence consumer perceptions of product quality. In line with these

findings, Choi & Lee (2020), also stated that visual elements displayed on social media can build positive perceptions and increase the purchase intention of a product. Based on previous research, it can be concluded that visuals on social media are suspected to influence consumer purchase intention for sambal products online.

H1: Social media visuals positively and significantly affect purchase intention.

Special Offer

According to Kotler, (2016), price discounts are an effective price-saving strategy to attract consumer interest. Reza (2016), revealed that online marketing can create interactive relationships between sellers and buyers. The results of his research also showed that Lazada uses promotions, such as discount promotions, vouchers, special offers from partners, and flash sales, as a medium to attract consumers. Special offers on social media are thought to significantly influence consumer purchase intention. Cui & Pan, (2025) found that giving gift cards when purchasing certain products can significantly influence initial purchasing decisions. This is in line with the findings of Herlina et al. (2021), which show that the flash sale promotion model has a positive relationship with purchasing decisions. Thus, various forms of special offers, such as discounts, gifts, or limited-time promotions, are considered important in increasing consumer interest in purchasing.

H2: Special offers have a positive and significant effect on purchase intention.

Music

Advertising music is an effective tool used to emotionally and behaviorally influence the target audience, reflect the brand's personality, and increase the memorability of the advertisement. Techniques for using music in advertising can help advertisers reach their target audiences (Ryandono et al., 2019). Advertisements typically use popular music genres because popular music appeals to a broad audience and is highly memorable. Advertisements are usually crafted to align with their objectives. For example, a product advertisement might use music that evokes a desire to purchase, while a service advertisement might choose music that instills a sense of trust. Advertising music enhances the impact of the advertisement. Compelling advertising music makes the advertisement more engaging, memorable, and impactful (Loestefani et al., 2022).

Music in social media is thought to play an important role in building brand awareness and influencing consumer purchase intention. Kavas, (2024) showed that music in social media advertisements can increase brand awareness and drive purchasing decisions. Music is also thought to help consumers remember brands and create positive emotional experiences, which have the potential to influence purchase intention. Thus, using appropriate music in social media may contribute to increasing consumer purchase intention in packaged sambal products.

H3: Music has a positive and significant effect on purchase intention.

Language

According to research by (Suprayogi et al., 2025), the correct and standard Indonesian can increase consumer trust in online stores and the products offered. That aligns with a study conducted by Setiawan (2019) that using sound and correct Indonesian can increase customer trust and brand recognition and help online shops build positive brand awareness. From this explanation, it is interesting to research further the strategy of using Indonesian to increase consumers on online business platforms, which helps improve the quality of online shopping. The language style in social media is thought to influence consumer purchase intention significantly. A study conducted by (Ryandono et al., 2022) found that using persuasive language marketing communications positively relates to consumer purchasing intention for goods and services. This is in line with research by (Qosim et al., 2023), which shows that the choice of words and delivery

methods in digital marketing can significantly influence online purchasing decisions. Thus, using the correct language in social media can likely increase product appeal and encourage consumer purchase intention in packaged sambal products online.

H4: Language has a positive and significant effect on purchase intention.

Interactivity

According to Kotler & Keller (2012), it is an online activity and program designed to engage customers or prospects and directly or indirectly increase awareness, improve image, and create sales of products or services. Others according to Gondowijoyo, (2017), interactive marketing is an online activity or program designed to directly involve customers or (Wardhana & Ratnasari, 2022) prospects to increase consumer awareness in shopping. According to (Mendo et al., 2023), interactive marketing is related to the foundation for building accommodating relationships between internal and external customers that can produce forms of interpersonal conversation. Interactions on social media are thought to have a significant relationship with consumer purchasing intention. Lavanya et al. (2023) found that interactions on social media can increase source credibility, similarity of perception between consumers and information sources (source homophily), and content quality. Source homophily and content quality are thought to drive purchase intentions and consumer behavioral involvement. Thus, the higher the level of interaction on social media, the more likely consumers are interested in buying packaged sambal products online.

H5: Interactions have a positive and significant effect on purchase intention.

Endorsement

Celebgram has a role in social media in introducing its products to a broader community or its followers (Hidayah et al., 2021). Celebrity endorsement can increase positive brand perceptions and encourage customers to purchase a product, especially if the celebrity has a strong personal appeal among target customers (Siregar et al., 2022). Endorsers, who usually act as advertising stars, can influence customers' minds when making purchasing decisions. Businesses use celebrity endorsements in advertising to increase sales and branding (Angeline et al., 2024). Celebrity endorsers can also influence customer interest, resulting in increased product sales (Hutagaol & Safrin, 2022). Celebrity endorsements can help brands in several ways, such as increasing consumer knowledge of the brand and increasing purchasing choices. The assumption that endorsement influences purchase intention is supported by previous research showing that trust factors emotional ties with endorsers can influence consumer decisions. Lee & Eastin, (2022), found that celebrity and non-celebrity influencers impact consumer trust and purchase intention. In addition, Wang et al. (2022) emphasized that influencers play an important role in shaping consumer perceptions and driving purchasing behavior.

H6: Endorsements have a positive and significant effect on purchase intention.

Followers

Followers are one of the important indicators in social media. Social media users become followers because they are influenced by their interest in the content of an account (Y. M. Putri, 2024). A high number of followers leads to a high perception of popularity. Followers refer to social media users who are actively involved with business accounts owned by entrepreneurs (Mahayani, 2019). Research conducted by Laksmi & Oktafani (2016) concluded that the number of followers significantly impacts purchasing decisions. The impact attribute of the number of followers shows that the total number of followers, reposts, acquaintances, and public figures impact the decision-making process of potential customers when making purchases.

The assumption that the number of followers influences purchase intention is supported by research showing that a high number of followers on a product can increase brand trust and credibility. Jin & Phua (2018) found that a good level of trust in a brand with many followers has a positive impact on the purchase

intention of potential customers. This shows that the more popular the brand, the more likely it is to influence the decision to purchase packaged sambal products of 22e.

H7: Followers have a positive and significant effect on purchase intention.

Purchase Intention

Purchase intention is a consumer behavior that appears as a response to an object that shows a person's desire to make a purchase (Kotler & Keller, 2012). Purchase intention can be identified through Transactional interest, namely a person's tendency to buy a product. This means that consumers are interested in purchasing a particular product they want. Referential intention, namely a person's tendency to refer a product to others (Ghifara et al., 2022). It means that a consumer interested in buying will advise those closest to him to purchase the same product. Preferential intention is an interest that describes the behavior of a person with a primary preference for the product (Wardhana et al., n.d.). This preference can only be replaced if something happens to the preferred product. Exploratory intention describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the favorable properties of the product (Iman et al., 2022).

Methodology

This study uses quantitative data by collecting data, processing, explaining the result of the data, and proving the results with previous hypotheses (Sugiyono, 2022). Data were collected from surveys distributed to social media users. The collected data was then processed using SPSS 27. Data was collected in March 2025 with 106 respondents. The method of distributing questionnaires is purposive sampling. Purposive sampling is a non-random sampling method where researchers ensure the citation of illustrations by determining a unique identity that matches the research objectives so that it is expected to respond to research cases (Lenaini, 2021). Research on the Power of Social Media Marketing in the Purchase Intention of Packaged Sambal was conducted in Indonesia with a limit of respondents aged 15 - 60 years because they are of productive age and active in using social media.

Data collection will be done using an online-based questionnaire through the Google Form application. Measurement of answers to statements using a Likert scale. Respondents chose answers from statements on the questionnaire that matched their experience with social media. There are five scales for each statement submitted in this study, namely: 1) Strongly disagree, 2) Disagree, 3) Neutral, 4) Agree, and 5) Strongly agree. The variables purchase intention (Y), visuals (X1), special offers (X2), music (X3), language (X4), interaction (X5), endorsement (X6), and followers (X7). This study uses analysis techniques that include research instrument tests (validity and reliability tests, multiple linear regression analysis, classical assumption tests, F tests, multiple correlation tests, determination coefficient test (R²), and t-test) using the SPSS For Windows program.

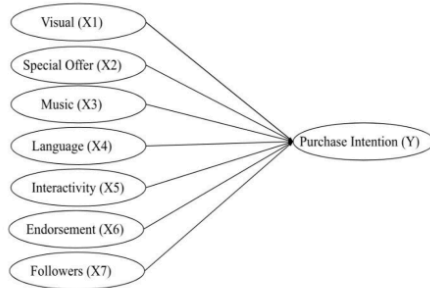


Figure 1. Research Model
Source: Author (2025)

33 Results and Discussion

Result

Description of Respondents

This study collected data from 106 respondents who completed a questionnaire via the Google Form platform. The respondents were in various age groups and reflected variations in experience and perspectives in their interest in buying packaged sambal online. The data can be seen in the following table.

Table 1. Data on Age of Respondents

| Age | Total | Percentage (%) |
|-------------|-------|----------------|
| 21-30 years | 43 | 40.57 |
| 31-40 years | 58 | 54.72 |
| 41-50 years | 5 | 4.72 |
| Total | 106 | 100 |

Source: Primary Data (2025)

Based on the data, most respondents were in the 31–40-year age range, namely 58 people or 54.72% of the total respondents. Meanwhile, the age group of 21-30 years covers 40.57% of the total respondents. The 41-50 age group is the smallest, with five people or 4.72%. The productive age group was chosen in this study because this group is already able to make purchases. The dominance of those aged 31-40 indicates that this age group has a high interest in research on the power of social media advertising on purchase intention. The respondents' frequency of social media use can be seen in Table 2.

Table 2. The Frequency of Social Media Use by The Respondents

| Social Media Frequency | Total | Percentage (%) |
|--|-------|----------------|
| Very Often (More than 5 hours per day) | 36 | 33.962 |
| Often (About 3-5 hours per day) | 42 | 39.623 |
| Sometimes (About 1-3 hours per day) | 25 | 23.585 |
| Rarely (About 30 minutes - 1 hour per day) | 2 | 1.887 |
| Very Rarely (Rarely of less than 30 minutes per day) | 1 | 0.943 |
| Total | 106 | 100 |

Source: Primary Data (2025)

The result showed that most respondents use social media for a long duration daily. Respondents spend the most time on social media, around 3-5 hours per day, while 36 respondents use social media for more than 5 hours or 33.9%. The high time spent using social media shows that respondents can search for information, including the products they desire.

Data Analysis

Validity Test

The validity test in this study was tested by comparing the R-value with the R-table. The R-table refers to a significance level of 5% with a total of N = 106, so the R-table is 0.189. If the R-value is more than 0.189, then the indicators in this study are declared valid. The following table shows the validity test results for each variable in this research.

Table 3. Validity Test Result

| Visual | R count | R-table | Result |
|----------------------|---------|---------|--------|
| V1 | 0.620 | 0.189 | Valid |
| V2 | 0.696 | 0.189 | Valid |
| V3 | 0.676 | 0.189 | Valid |
| <i>Special Offer</i> | | | |
| S1 | 0.660 | 0.189 | Valid |
| S2 | 0.559 | 0.189 | Valid |
| S3 | 0.700 | 0.189 | Valid |
| <i>Music</i> | | | |
| M1 | 0.644 | 0.189 | Valid |
| M2 | 0.602 | 0.189 | Valid |
| M3 | 0.644 | 0.189 | Valid |
| <i>Language</i> | | | |
| L1 | 0.690 | 0.189 | Valid |
| L2 | 0.662 | 0.189 | Valid |
| L3 | 0.746 | 0.189 | Valid |
| L4 | 0.696 | 0.189 | Valid |
| <i>Interaction</i> | | | |
| I1 | 0.686 | 0.189 | Valid |
| I2 | 0.588 | 0.189 | Valid |
| I3 | 0.690 | 0.189 | Valid |
| <i>Endorsement</i> | | | |
| E1 | 0.666 | 0.189 | Valid |
| E2 | 0.652 | 0.189 | Valid |
| E3 | 0.670 | 0.189 | Valid |
| <i>Followers</i> | | | |
| F1 | 0.638 | 0.189 | Valid |
| F2 | 0.692 | 0.189 | Valid |
| F3 | 0.749 | 0.189 | Valid |

Source: Primary Data (2025)

Based on the validity test result, all indicators in this study have an R-value higher than the R-table (0.189). It indicates that all question items in the questionnaire are declared valid and can be used for further testing. The instruments in this study can be said to have good measurement quality in representing each variable analyzed.

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Reliability Test

The reliability test in this study uses Cronbach's Alpha value. The variables in this study are considered strong if they have an Alpha value > 0.60. The aim is to ensure that each variable indicator in this study produces stable results. The results of the reliability test are presented in the following table.

Table 4. Reliability Test Result

| Variable | Cronbach's Alpha | Result |
|---------------|------------------|--------|
| Visual | 0.843 | Strong |
| Special Offer | 0.852 | Strong |
| Music | 0.855 | Strong |
| Language | 0.830 | Strong |
| Interaction | 0.841 | Strong |
| Endorsement | 0.855 | Strong |
| Followers | 0.856 | Strong |

Source: Primary Data (2025)

The reliability test table results show that the reliability values for visual and special offers are 0.843 and 0.852. The reliability values of other variables for music are 0.855, language is 0.830, and interaction is 0.856. The results of the reliability test on all variables show values more than 0.060, meaning that each question item used in this study is reliable and included in the strong category.

Classical Assumption Test

Normality Test

The good regression model is normal or close to normal distribution. Testing using the Kolmogorov-Smirnov test to determine whether the data on the variables are normal or not. Based on the normality test results using SPSS 23 software using the Kolmogorov Smirnov method, a significance value of $0.153 > 0.05$ was obtained. The decision-making criteria are if Significance < 0.05. Then the data is not normally distributed. This means that the data on the influence of social media on purchase intention is normally distributed.

Multicollinearity Test

A multicollinearity test is conducted to detect the presence of a strong linear relationship between independent variables in the regression model. A high correlation between independent variables can lead to bias in estimating regression coefficients. The result of the multicollinearity test can be seen in the following table.

Table 5. Multicollinearity Test Result

| Variable | Tolerance | VIF | Result |
|---------------|-----------|-------|----------------------|
| Visual | 0.449 | 2.225 | No multicollinearity |
| Special Offer | 0.580 | 1.723 | No multicollinearity |
| Music | 0.571 | 1.750 | No multicollinearity |

| | | | |
|--------------------|-------|-------|----------------------|
| <i>Language</i> | 0.221 | 4.524 | No multicollinearity |
| <i>Interaction</i> | 0.300 | 3.332 | No multicollinearity |
| <i>Endorsement</i> | 0.390 | 2.566 | No multicollinearity |
| <i>Followers</i> | 0.386 | 2.589 | No multicollinearity |

Source: Primary Data (2025)

Multicollinearity can be seen from the tolerance and VIF (variance-inflation factor) values. Based on the results of the multicollinearity test, the VIF result for each variable has a value of less than 10 and a tolerance value of more than 0.1. This means the regression equation model formed does not correlate with the independent variables.

Heteroskedasticity Test

A heteroscedasticity test is conducted to see if there is any inequality of residuals in the regression model. If heteroscedasticity occurs, the regression model can produce inefficient estimates. This study uses the Glejser test method to test heteroscedasticity.

Table 6. Heteroscedasticity Test Result

| Variable | Significant level | Sign. | Result |
|----------------------|-------------------|-------|-----------------------|
| <i>Visual</i> | 0.05 | 0.338 | No heteroskedasticity |
| <i>Special Offer</i> | 0.05 | 0.427 | No heteroskedasticity |
| <i>Music</i> | 0.05 | 0.669 | No heteroskedasticity |
| <i>Language</i> | 0.05 | 0.051 | No heteroskedasticity |
| <i>Interaction</i> | 0.05 | 0.836 | No heteroskedasticity |
| <i>Endorsement</i> | 0.05 | 0.086 | No heteroskedasticity |
| <i>Followers</i> | 0.05 | 0.066 | No heteroskedasticity |

Source: Primary Data (2025)

Heteroscedasticity indicates that the variance of the variables is not the same for all observations. It can be seen from the magnitude of the significance value. Based on the heteroscedasticity test results, the significance results of each variable have a value of more than 0.05. So, it can be concluded that there is no heteroscedasticity in the model.

Table 7. Regression Result

| Variable | Hypothesis | Regression Coefficient | | p-value |
|----------------------|------------|------------------------|-----|---------|
| <i>Constanta</i> | | -0.176 | | 0.618 |
| <i>Visual</i> | + | 0.271 | ** | 0.014 |
| <i>Special Offer</i> | + | -0.016 | | 0.828 |
| <i>Music</i> | + | 0.420 | | 0.617 |
| <i>Language</i> | + | 0.260 | | 0.867 |
| <i>Interaction</i> | + | 0.201 | | 0.127 |
| <i>Endorsement</i> | + | 0.144 | | 0.115 |
| <i>Followers</i> | + | 0.367 | *** | 0.000 |
| R^2 | | 0.636 | | |
| Adjusted R^2 | | 0.610 | | |

| | | | |
|-------------|--------|-----|-------|
| F-statistic | 24.507 | *** | 0.000 |
|-------------|--------|-----|-------|

Source: Primary Data (2025)

After conducting the classical assumption test, it can be concluded that there is no violation of the classical assumption test in the regression equation model. The regression equation model can be continued to the statistical test stage. Several tests will be carried out in this study. The test is carried out to measure the accuracy of the regression function. The adjusted R² value obtained from the estimation results is 0.63. This means that the visual, special offer, music, language, interaction, endorsement, and followers variables can explain 63% of the purchase intention variable for packaged sambal. Based on the SPSS results, the F-statistic value is 24.50 and the sig value in the ANOVA table is 0.000, which means that visual, special offer, music, language, interaction, endorsement, and followers variables together have a significant effect on the purchase intention variable for packaged sambal. Based on the results of the classical assumption test and hypothesis test, it can be concluded that the regression equation formed is as follows:

$$\text{Purchase Intention} = 0.176 + 0.271(\text{Visual}) - 0.016(\text{Special Offer}) + 0.420(\text{Music}) + 0.260(\text{Language}) + 0.201(\text{Interaction}) + 0.144(\text{Endorsement}) + 0.367(\text{Followers})$$

Based on the regression equation, the constant value is -0.176, indicating that consumer purchasing intention in packaged sambal will decline in the absence of visual, special offer, music, language, interaction, endorsement, and followers' influences. The regression analysis results reveal that visuals and followers have a significant impact on consumer purchase intention in packaged sambal, whereas special offers, music, language, interaction, and endorsement do not show a significant effect. Furthermore, the coefficient values for the visual and followers' variables are positive, meaning that any increase in either of these variables will lead to a corresponding increase in consumer purchasing intention, assuming all other independent variables remain constant.

Discussion

The Influence of Visuals on Purchase Intention of Packaged Sambal

Social media visuals have a positive coefficient of 0.271 with a significant p-value, meaning that visuals influence consumer purchasing intention in packaged sambal. Visual variables in this study are examined in terms of design, layout, and color. The results of the study showed that visual variables have a significant effect on the interest in buying packaged sambal online. In social media advertisements, potential consumers see the design, layout, and color. Attractive visuals will increase consumer interest in purchasing packaged sambal products. In line with research by Prajarini & Sayogo (2021), simple design makes the audience understand the information in the content better so that potential consumers get information that suits their needs. In research by Ikhsana et al. (2022), it was found that images or visuals with a duration of 10 to 50 seconds with a paid promotional advertising model were proven to attract consumer attention to the products offered. This influence shows that the visual appearance of advertisements in digital marketing can encourage the attraction of potential buyers in decision-making, such as graphics, design, layout, and content aesthetics. Scientifically, by research by Choi & Lee, (2020), positive perceptions and purchasing intention in a product can be built from visual elements displayed on social media. Based on data processing results, visual variables can significantly influence consumer purchasing intention.

The Influence of Special Offers on Purchase Intention of Packaged Sambal

Special offers have a negative coefficient of 0.016 with an insignificant p-value, meaning that special offers do not affect consumer purchasing intention in packaged sambal. The special offer does not affect the buying intention of packaged sambal. This study is not in line with previous research conducted by Jayanti et al. (2024), which showed that the influence of discount and free shipping offers significantly affected consumer purchase intention. Special promotions such as discounts, time limits, cashback, and free shipping do not affect consumer purchase intention. Research conducted by Peburiyanti & Sabran (2022), showed that sales promotion variables do not have a significant effect on consumer purchasing intention. This is also supported by research by Tololiu & Roring (2022), that promotion variables have a positive but insignificant effect on consumer purchasing intention through the marketplace. This shows that potential consumers are not interested in special promotions. Potential consumers currently have broad access to information related to the promotions they need, so they can easily switch to other products if the promotion is not attractive (Zaki et al., 2024).

The Influence of Music on Purchase Intention of Packaged Sambal

Music has a positive coefficient of 0.016 with an insignificant p-value, meaning that music on social media does not affect consumer purchasing intention in packaged sambal. This is not in line with previous research by Khanzasalwa & Nurfebriaraning (2023), video and audio elements can influence consumer attitudes regarding cognitive, affective, and cognitive aspects as viewers of advertisements, simultaneously or separately, between variable elements. However, this result is in line with research by Hartawan et al. (2021), which shows that audio on Instagram does not affect purchasing intentions via e-commerce. Music on social media does not always have a direct effect on purchase intention because social media is a more visual-oriented platform, so users are more interested in images and videos than just listening to audio. In addition, many users access social media in silent mode (mute), especially in public places or while working, so messages in the form of music are often missed. Music without attractive visuals tends to be less effective in conveying product information clearly and arousing consumer emotions. Music that is not appropriate and tends to be more dominant than the product's visual advertisement can distract from important information that will be conveyed.

The Influence of Language on Purchase Intention of Packaged Sambal

Language has a positive coefficient of 0.260 with an insignificant p-value, meaning that language in social media does not affect consumer purchasing intention in packaged sambal. This is not in line with previous research by Fadhillah et al. (2024), which states that correct and accurate use of Indonesian can increase consumer trust, build positive brand awareness, and attract customer interest. Persuasive language can convince prospective buyers. The use of simple and informative language will make buyers feel comfortable. Khalil et al. (2023) research that language does not significant impact on purchase intention. Language must describe the values and benefits of the product. If language cannot communicate how the product can meet the needs or problems of potential buyers, the impact on purchasing intention will not increase (Falah et al., n.d.). However, the desire to buy packaged sambal products is more driven by visual advertisement, while trust in the quality of the product is built from the number of followers of the seller.

The Influence of Interaction on Purchase Intention of Packaged Sambal

Interaction on social media does not significantly affect purchase intention because although interaction can increase engagement and trust in potential consumers, this does not always lead to a purchase decision. A positive coefficient of 0.201 with an insignificant p-value indicates that interaction

only creates closeness between brands and consumers without directly encouraging them to buy. This result is not in line with the research of Onofrei et al. (2022) which shows that consumer interactions on social media influence consumer purchasing intentions. However, this research is in line with Sury et al. (2024) and Smith et al. (2019) that communication through social media often only creates momentary interest without significantly encouraging purchase intention, it does not have a significant effect on interactions between customers, which ultimately affect brand preferences and purchasing decisions. Many users like, comment, or share content simply because they are attracted to the content or aesthetic, not because they want to buy the product. Additionally, brand trust still needs to be built, as consumers tend to seek out more information before actually considering a purchase (Febriyanti et al., 2022). The lack of a clear call-to-action in content can also lead to high engagement without any real impact on sales (Pratiwi et al., 2022). In the context of packaged sambal, although interaction with followers can increase confidence in the product, potential consumers may still need more in-depth information, such as quality, taste, price, and more convincing testimonials, before finally deciding to buy.

The Influence of Endorsement on Purchase Intention of Packaged Sambal

Endorsement has a positive coefficient of 0.144 with an insignificant p-value, meaning that Endorsement does not affect consumer purchase intention on packaged sambal. This is not in line with the research of You & Husda (2024), where Celebrity Endorsement has an impact on purchase intention with a positive effect, meaning that the use of celebrity endorsements can increase consumer purchase intention. However, the results of this study are supported by research by Wijaya & Sugiharto (2015), that the use of celebrity endorsements is still not optimal, and does not have a positive effect on consumer purchase intention. In addition, research from Sahabuddin et al. (2024) shows a saturation condition due to the large number of Endorsements made by Influencers, so endorsements do not affect purchase intention. In addition to the saturation factor, consumers also doubt the credibility of an Endorser because they do not know for sure whether the Endorser uses the product, this makes endorsements less effective in increasing consumer purchase intention.

The Influence of Followers on Purchase Intention of Packaged Sambal

The number of followers has a positive coefficient of 0.367 with a significant p-value, meaning it significantly influences consumer purchase intention for packaged sambal. A large follower base enhances trust and credibility for a brand, which positively affects consumer interest in making a purchase. This finding aligns with research by (Falah & Marwini, n.d.), that a high number of followers can influence purchasing intention because consumers tend to have more trust in products or brands that have many followers. Also, the results are in line with the research of Purwanti et al. (2019), which shows that the variable of a high number of followers affects consumer purchase intention.

Based on the research of Aida & Effendi (2024), there are relation and influence variables of the number of followers, celebrity endorsement, and e-WOM on consumer purchase intention. Consumers are easily influenced by things seen directly. Research by Sari & Patrikha (2024), shows that there is a positive relation between the varying number of followers on purchasing decisions on e-commerce platforms. This result is not in line with the research of Eka et al., (2021) on the Influence of Post Type, Post Time, Testimonials, and Instagram Followers on Consumer Purchase Intention. In the study, follower characteristics did not affect purchase intention, indicating that the total number of followers, reposts, friends, and public figures did not influence potential consumers to make purchases. This is due to the perception that many followers reflect a brand's level of trust and popularity among the public. In addition,

the number of followers is also considered a strong indicator of brand awareness, making consumers feel safer and more confident in their purchasing decisions (Riduwan & Wardhana, 2022).

Conclusion

This study aims to determine the influence of digital marketing power on consumer purchase intention for packaged sambal. This study uses data from 106 respondents who, based on data processing results, show that the frequency of social media use is very often (more than 5 hours per day), which is 33.96%, and often (around 3-5 hours per day). The results show that visual elements significantly enhance purchase intention, as clear and attractive designs help potential consumers process product information effectively. Similarly, a high number of followers strengthens brand credibility, increasing consumer trust and purchase intention. However, the special offers, music, language, interaction, and endorsement variables do not significantly influence purchase decisions, possibly due to consumer skepticism toward promotions or oversaturation of influencer endorsements. These results have strategic implications for digital marketing, emphasizing the importance of high-quality visuals and strong brand credibility through a substantial follower base. Future research can further investigate which specific visual elements (e.g., color, layout, animation) and types of social proof (e.g., engagement vs. follower count) have the strongest impact on consumer behavior.

Author's Contribution

All authors contributed to the study on social media marketing for packaged sambal. TRH contributed to collecting data and organizing the main conceptual idea, while ADN contributed to drafting manuscripts, analyzing research results, and drafting drawings. All authors discussed the results and contributed to shaping the final manuscript.

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Declaration of Competing Interest

The author declares that the research was conducted without any commercial or financial relationships that could potentially create a conflict of interest.

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