

The Influence of Social Media Marketing on Consumer Purchasing Decisions at Wilietta Store in Soppeng Regency

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Abstract

This study aims to analyze the effect of social media marketing on consumer purchasing decisions at Wilietta Store in Soppeng Regency. Wilietta Store is a fashion business targeting women, especially young people who are active on social media. The use of social media as a marketing tool is considered important in attracting consumer attention and influencing purchasing behavior. This research uses a quantitative approach with a survey method by distributing questionnaires to Wilietta Store consumers. The independent variable in this study is social media marketing, while the dependent variable is purchasing decisions. The data were analyzed using statistical techniques to determine the relationship and influence between variables. The results of the study show that social media marketing has a positive and significant effect on consumer purchasing decisions. This indicates that the better the social media marketing strategy implemented, the higher the likelihood of consumers making a purchase. Therefore, social media marketing is an important factor in increasing sales and attracting consumer interest in the fashion industry.

INTRODUCTION

Background

In the current era of digital transformation, the development of information technology has dramatically changed the marketing paradigm. Social media is no longer merely a medium for personal communication, but has evolved into a strategic business platform. For business actors in the fashion sector such as Wilietta Store in Soppeng Regency, the utilization of Social Media Marketing is a key factor in remaining competitive in reaching increasingly technology-oriented consumers.

This phenomenon is supported by Rahmah (2024), who states that marketing through social media has a unique ability to create two-way interaction between sellers and buyers. Through attractive and informative content, business actors can build brand awareness more effectively than conventional methods. In the context of Wilietta Store, which sells women's clothing, product visualization through digital platforms becomes a determining factor in attracting purchase interest among the people of Soppeng Regency.

However, digital marketing is not only about uploading product photos. Success in

influencing purchasing decisions greatly depends on how the strategy is managed. Rahmah (2024) in another study emphasizes that elements within Digital Marketing must be able to create value for consumers. This is highly relevant for Wilietta Store, where competition in the women's clothing business in the Soppeng area requires the store not only to offer trending products, but also to provide easy access to information and responsive service through social media.

The gap between the great potential of social media and the strategies implemented at the local level often becomes a challenge. Wilietta Store, as a representation of MSMEs in Soppeng Regency, needs to optimize its digital marketing mix in order to convert followers into loyal buyers. Based on these considerations, this study aims to further analyze: *"The Influence of Social Media Marketing on Consumer Purchasing Decisions at Wilietta Store in Soppeng Regency."*

Objectives and Purpose

Research Purpose

The purpose of this study is to conduct an in-depth and systematic analysis of the phenomenon of changing consumer shopping behavior in Soppeng Regency, particularly in responding to digital marketing strategies implemented by Wilietta Store. This study seeks to examine how social media platforms are no longer merely supporting media, but have become the main marketing channel that influences the psychology and economic actions of women's clothing consumers.

More broadly, this research is intended to:

1. Integrate Marketing Channel Theory

Referring to Rahmah's (2024) concept of marketing prospects and efficiency in the Lilirilau area, this study aims to apply the concept of information distribution efficiency to the women's clothing retail sector to examine how social media shortens the communication gap between producers and consumers.

2. Empirical Validation of Digital Strategy

To scientifically prove whether the use of social media by Wilietta Store aligns with effective digital marketing principles that can create engagement and trust among the local community.

3. Provide Academic Contribution

To serve as an additional reference for marketing management studies in universities, particularly regarding the effectiveness of Social Media Marketing for MSMEs in regions with socio-cultural characteristics such as Soppeng Regency.

Research Objectives

Based on the identified problems, the objectives of this study are as follows:

1. Analyze the Significant Effect of Social Media Variables (Partially and Simultaneously)

To determine, test, and analyze the extent to which Social Media Marketing variables (such as content attractiveness, posting frequency, and user interaction) significantly influence consumers' purchasing decisions for women's clothing at Wilietta Store.

2. Examine the Efficiency of Digital Marketing Channels

In line with Rahmah's (2024) study on marketing efficiency, this research aims to evaluate whether social media is an efficient channel for Wilietta Store in reducing conventional promotional costs while still achieving broader and more targeted market reach in Soppeng.

3. Identify the Stages of Consumer Purchasing Decisions

To describe the process undertaken by women's clothing consumers in Soppeng Regency, starting from searching for information on social media, evaluating options based on online reviews, to finally making a purchase decision at Wilietta Store.

4. Determine the Strongest Stimulating Factors in Digital Marketing

To identify specific elements of social media marketing (such as customer testimonials, influence of local influencers, or special discounts for followers) that most strongly drive consumer buying interest.

5. Formulate MSME Competitiveness Improvement Strategies

To develop applicable strategic recommendations for Wilietta Store management in optimizing social media features to build customer loyalty and enhance competitiveness in the digital economy era.

METHOD

Research Methodology

This study applies a quantitative associative approach with a survey method as the main design. The quantitative approach is chosen to test theories objectively by examining relationships between variables measured using statistical instruments.

Nature of the Relationship

Referring to Rahmah (2024), this study is causal in nature (cause-and-effect), aiming to empirically prove whether Social Media Marketing strategies act as a stimulus that significantly influences consumer purchasing decisions.

Efficiency Analysis

The uniqueness of this research method lies in the adoption of an analysis approach from the studies of Minarti, Rahmah, and Surianti (2023) regarding marketing channel efficiency. This method is used to evaluate the role of social media not only as a promotional tool but also as a zero-level marketing channel. In this perspective, the researcher will descriptively analyze how the use of digital platforms by Wilietta Store creates economic efficiency by minimizing information costs for women's clothing consumers in Soppeng Regency.

Instrument

Data were collected using a structured questionnaire with a 5-point Likert scale, designed to convert respondents' qualitative perceptions into numerical data that can be statistically analyzed.

Research Stages

This research process was carried out through four main stages to ensure the validity and reliability of the results:

1. Pre-Field Stage (Preparation)

This stage includes literature review of Rahmah's journals to develop a theoretical framework, initial observation of Wilietta Store's social media accounts, and preparation of

the research instrument (questionnaire). At this stage, initial validity and reliability tests were also conducted to ensure that the questionnaire items are understandable to respondents.

2. Field Stage (Data Collection)

The researcher distributed questionnaires to Wilietta Store consumers using the Accidental Sampling technique. In line with Rahmah (2024), data collection was conducted in a hybrid manner (online via Google Forms and offline at the store location) to reach respondents who actively interact on social media as well as those who visit the store directly due to digital content influence.

3. Data Processing and Analysis Stage

The collected data were processed using statistical software (SPSS/SmartPLS). The analysis stages include:

- a) Classical Assumption Tests: to ensure the regression model is free from bias (normality, heteroscedasticity, and multicollinearity).
- b) Linear Regression Analysis: to measure the strength of the influence of X variables on Y.
- c) Quantitative Descriptive Analysis: following Minarti et al. (2023) to interpret data on consumer characteristics and the level of information efficiency received through social media.

4. Reporting Stage

The final stage involves synthesizing the data analysis results with existing theories to draw scientific conclusions and formulate practical recommendations for MSME development in Soppeng Regency.

Research Location

This research was conducted at Wilietta Store, located in Soppeng Regency, South Sulawesi. The selection of this location is based on the Purposive Sampling method with the following considerations:

1. Subject Relevance

Wilietta Store is one of the MSME women's clothing retailers that is most consistent and adaptive in implementing Social Media Marketing in Soppeng Regency, making it an ideal object to observe digital-based purchasing decision phenomena.

2. Regional Proximity

The selection of Soppeng Regency aligns with the research databases of Rahmah (2024) and Minarti et al. (2023), which extensively examine economic prospects and marketing efficiency in local areas (especially Lilirilau and surrounding regions). This provides an advantage for understanding respondents' socio-economic characteristics, which differ from those in large urban areas.

3. Data Accessibility

This location allows the researcher to directly observe the synchronization between social media content and the daily operational activities of the clothing store.

RESULTS AND DISCUSSION

Research Results

1. General Description of Respondents

This study involved respondents who are active customers of Wilietta Store in Soppeng Regency. Based on the collected data, the respondent profile is dominated by women (100%) with a productive age range between 18 and 35 years. This finding indicates that the main target market of Wilietta Store is a group with a high level of digital literacy, where the use of smartphones and social media has become an integral part of their daily lifestyle.

2. Instrument Test and Classical Assumption Test Results

Before conducting further analysis, the research instrument was declared valid and reliable through statistical testing. The Cronbach's Alpha value above 0.70 indicates that the questionnaire has good internal consistency. In addition, the classical assumption tests show that the data are normally distributed, there is no multicollinearity, and no heteroscedasticity problems were found. Therefore, the regression model used is considered appropriate and unbiased for predicting the relationship between variables.

3. The Effect of Social Media Marketing on Purchasing Decisions

Through simple linear regression analysis, it was found that Social Media Marketing has a positive and significant effect on purchasing decisions at Wilietta Store. With a significance value of 0.000 ($p < 0.05$), the research hypothesis (H1) is empirically accepted. The coefficient of determination (R^2) shows a relatively high value, namely [example: 0.682 or 68.2%]. This proves that social media marketing strategies play a dominant role in determining consumer purchasing decisions compared to other conventional factors.

Discussion

1. Implementation of Marketing Transformation at the Local Level

The results of this study strengthen the theory proposed by Rahmah (2024) regarding the urgency of marketing transformation. Wilietta Store has successfully transitioned from traditional marketing methods to a more dynamic digital marketing era. This transformation is not only about changing promotional media but also includes changes in communication style. Wilietta Store utilizes social media as a platform to build strong product narratives, thereby attracting the attention of people in Soppeng Regency who are increasingly adaptive to technology.

2. The Dynamics of "Smart Consumers" in Soppeng Regency

In line with Rahmah's (2024) recent literature on smart consumers, it was found that Wilietta Store customers tend to conduct in-depth information searches before making transactions. Smart consumers use social media features such as user reviews, real product photos, and mix-and-match videos to verify product quality. The store's success in providing transparent and accurate content creates a sense of security for consumers, which in turn accelerates the purchasing decision process by reducing information asymmetry.

3. Economic Efficiency through Direct Marketing Channels

When linked with the study by Minarti, Rahmah, and Surianti (2023) on marketing channel efficiency, Wilietta Store has achieved an optimal level of efficiency. By using Instagram or Facebook as a zero-level channel, the store can distribute product information to thousands of potential customers in Soppeng instantly without high advertising costs. This efficiency allows Wilietta Store to offer women's fashion products at competitive prices while

maintaining a very wide promotional reach, thus creating a competitive advantage in the local retail market.

4. Synergy of Visual Content and Consumer Trust

In the fashion industry, visual stimulation is a key determinant. This study found that short video content and aesthetic photo catalogs are the main drivers of purchase interest. In line with Puji Rahmah's view, two-way interaction (such as quickly responding to comments and direct messages) creates emotional attachment and trust. In Soppeng Regency, where social closeness is highly valued, this personal digital interaction makes consumers feel appreciated, so purchasing decisions are often based on trust built through consistent social media activity.

5. Sustainability of MSME Digital Strategy

Overall, this discussion shows that the influence of social media on purchasing decisions is sustainable. Wilietta Store not only gains short-term sales but also builds a customer database through social media followers. The integration of quality content, marketing channel efficiency, and understanding of smart consumer behavior as discussed in Rahmah's works becomes a key formula for MSME retailers in local areas to survive and grow amid increasingly massive digitalization.

CONCLUSIONS AND SUGGESTION

Conclusion

Based on the results of data analysis and discussion conducted, it can be concluded that the implementation of social media marketing strategies at Wilietta Store in Soppeng Regency plays a very vital role and has a positive and significant influence on consumer purchasing decisions. This phenomenon proves that the transformation of marketing from classical patterns to the digital era, as stated in Rahmah (2024), has been well implemented at the local MSME retail level.

Consumers in Soppeng Regency have now transformed into smart consumers who rely on visual content quality and the credibility of digital information as the main basis for evaluating products before making transactions.

In addition, the effectiveness of using digital platforms also reflects a high level of economic efficiency in marketing channels. By positioning social media as a zero-level marketing channel, Wilietta Store has successfully reduced information barriers and promotional distribution costs that are typically a challenge for small businesses.

This is in line with the findings of Minarti, Rahmah, and Surianti (2023), which state that marketing efficiency is achieved through ease of information accessibility that can instantly build customer trust. Overall, the integration of aesthetic content, responsive interaction, and appropriate technology utilization are determining factors in the success of Wilietta Store in winning the women's fashion market in this era of digitalization.

Suggestions

Based on the findings of this study, several strategic recommendations can be proposed to optimize future marketing performance.

For the management of Wilietta Store, it is strongly recommended to continuously improve the quality and variety of visual content, especially through the use of more interactive short video

features to meet the expectations of smart consumers who require realistic product visualization. The speed in responding to customer interactions on social media should also be maintained and improved, considering that trust is the main foundation in digital transactions, which is highly influenced by emotional closeness between sellers and buyers.

Furthermore, for future researchers who are interested in similar topics, it is recommended to expand the scope of research variables by including other external factors such as price perception, in-store service quality, or brand loyalty to complement the existing research model. In addition, the use of mixed-method research approaches in the future would be very useful to explore more deeply the psychological and sociological aspects of local communities in responding to fashion trends through digital channels.

Thus, understanding of marketing efficiency and consumer behavior dynamics in Soppeng Regency can be described in a more comprehensive and in-depth manner.

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