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Does Influencer Credibility Directly Drive Purchases? Evidence from Indonesian Social Commerce Users

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Abstract: This paper discusses the effects of credibility of influencer and sales promotions on consumers' purchasing decisions within social commerce, particularly in the Indonesian market. It further analyzes how purchase intention mediates, offering guidance for optimizing marketing tactics in this expanding digital landscape. A quantitative approach was utilized through an empirical survey involving 150 active social commerce users to perform the research. The survey held across the Indonesian cities of Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). Partial least squares structural equation modeling (PLS-SEM) and principal component analysis (PCA) were applied using SmartPLS software for structural model analysis and measurement. This paper reveals that both sales promotions and influencer credibility significantly enhance customers' purchase intentions, which subsequently drive their purchase decisions in social commerce. Sales promotions directly affect purchasing, while influencer credibility primarily boosts purchase intentions that indirectly lead to buying actions. This highlights the value of credible influencers and targeted promotions in increasing consumer engagement and conversions. This paper combined an analysis of influencer credibility and sales promotions on purchase decisions within social commerce, specifically in the Indonesian market. Unlike prior studies that examine these factors individually, this research integrates both elements with purchase intention as a mediating factor. This approach provides a more enhanced model for understanding consumer behavior in a social commerce environment.

Keywords: Social Commerce, Sales Promotion, Influencer Credibility, Purchase Intention, Purchase Decision, Indonesia.

INTRODUCTION

In the digitalization era, social commerce plays a more crucial role as a transaction medium, employing social media to drive interaction and purchases from consumers. For example, in Indonesia, number of social commerce users is expected to keep rising steadily

from 2024 to 2028, with an overall increase of 12.4 million users, or 18.6%. This growth would mark the eighth consecutive year of expansion, with the user count expected to reach a new high of 79.04 million in 2028 (Statista, 2024). Social commerce influences buying decisions by helping consumers access product recommendations from trusted sources (Meilatinova, 2021). Therefore, increasing consumer purchase decisions is the primary goal for businesses in social commerce—various factors, such as influencer credibility and sales promotion. These two elements are the key to success in the competitive social commerce (Konstantopoulou et al., 2019).

Sales promotion plays a significant role in encouraging purchase decisions. Business owners often use promotions such as discounts, gifts, or special offers to attract consumer attention and increase consumer motivation to buy immediately (Jee, 2021). Well-timed and attractive promotions can create urgency for consumers to be motivated to buy products/services immediately before the promotion ends (Wu et al., 2021). Some studies show that sales promotion can increase the image of products/services from the consumers' perspective, encouraging consumers to buy these products/services (Sinha and Verma, 2020). In the case of social commerce, attractive and relevant promotions can be a powerful tool to drive consumer purchases (Sohn and Kim, 2020).

Influencer credibility significantly impacts consumer purchase decisions on social commerce platforms. Credible influencers, often experts in their field, build consumer trust and confidence. Influencer credibility can be measured by several factors, such as expertise, trustworthiness, and attractiveness (AlFarraj et al., 2021). Influencer credibility can increase purchase intention, driving purchase decisions (Liu, 2022). Moreover, it fosters a stronger personal connection between consumers and brands, further influencing purchase decisions (Arief et al., 2023). In social commerce, consumers often seek validation from trusted people before purchasing. Credible influencers can be the key to consumers buying products or services in social commerce (Sokolova and Kefi, 2020).

Purchase intention is important in mediating influencer credibility and sales promotion, influencing consumers to purchase. Intention to purchase is when consumers desire to purchase a product after being influenced by several factors, such as sales promotion and recommendations from credible influencers. The greater a consumer's purchase intention, the greater their purchase probability (Sohn and Kim, 2020). Influencer credibility can positively influence purchase intention because promotions from credible influencers will build a positive image of consumers towards products. Meanwhile, sales promotion will encourage consumers to purchase immediately (Masuda et al., 2022).

Sales promotion and influencer credibility are commonly viewed as key drivers of consumer purchases in social commerce, though some studies challenge this perspective. For instance, Caiado et al. (2023) found that influencer credibility may have a minimal or negative impact on purchase decisions. This study explores whether sales promotions and influencer credibility effectively increase purchases on social commerce platforms. This study also focuses on the context of Indonesia as a developing country. It also addresses the effect of these factors on buying decisions through the mediating factor of purchase intention to addresses a gap in the literature. By integrating these elements into a single model, this research contributes a fresh perspective on social commerce dynamics while providing practical insights for businesses on optimizing promotions and influencer collaborations to enhance consumer purchase decisions.

Sales Promotion and Impulse Purchase Intention

Implementing sales promotion strategies has increased customer interest in purchasing a product or service. As research by (Kaveh et al., 2021), sales promotion strategies need to be aligned with consumer needs and preferences to increase customer engagement and purchase

intention and attract new customers. Using a sample of 412 participants from Tehran and Arak, two major cities in Iran, and conducted a Likert 5-point scale measurement and SEM-PLS data processing method, the study found that promotional discounts aligned with customer preferences and needs positively impact purchase intentions. Perceived value and customer satisfaction mediated this relationship. This statement is supported by (Gorji and Siami, 2020), who state that sales promotion is an effective tool for convincing and influencing consumer decisions regarding products or services. Using sample data of 500 participants from department stores across Australia, with a 7-point Likert scale measurement, it implied that sales promotions positively and significantly affected intention to purchase and repeat purchases. More specifically in social commerce platforms, research by (Sohn and Kim, 2020) shows that sales promotions positively influence purchase intention. By analyzing data from 144 Korean social commerce users using a Likert 5-point scale measurement and multiple regression analysis, the research found that sales promotion, reliability, perceived necessity, and economic factors significantly affect customer purchase intention. Thus, we have developed the following hypothesis based on the previously mentioned literature:
H1: Sales promotion has a significant and positive effect on purchase intention.

Sales Promotion and Purchase Decision

Implementing sales promotion strategies has also been proven to directly increase customers' purchase decisions. Research by (Firdausy and Fernanda, 2021) supports this statement. Using sample data of 151 people who used Tokopedia to buy goods during the last six months in 2019, the measurement method used a 5-likert scale, and the data processing method used multiple linear regression, it was found that internet advertising attractiveness, quality of the website, and sales promotion positively and significantly affect buying decision of Tokopedia customers in Jakarta, Indonesia. This is supported by (Jee, 2021) research, who conducted a study on 356 Malaysians, used a 7-point Likert scale measurement and SEM-PLS data processing to demonstrate how consumer purchasing decisions are positively impacted by hedonic benefits perceptions derived from smart shopper self-perception of using discount sales promotions and utilitarian benefits perceptions derived from price-quality perception. In particular, studies conducted by Bandyopadhyay et al. using sample data from 291 adults who visited two supermarket chains in Kolkata Eastern India in 2021, using a Likert scale measurement method and SEM data processing, discovered that immediate promotions, both monetary and non-monetary influence impulsive purchasing significantly and favorably. Thus, we have developed the following hypothesis based on the previously mentioned literature:
H2: Sales promotion has a significant and positive effect on purchase decision.

Influencer Credibility and Impulse Purchase Intention

Credible influencers have been proven to increase a person's interest in purchasing goods or services. Research by (Chen et al., 2023) supports this statement, using sample data of 390 ecommerce live streaming customers, with a 7-point Likert scale measurement method and SEM-PLS data processing. Social presence has been shown to boost consumer identification, raising purchase intentions. Another research also supports this statement; for example, research by (Ao et al., 2023), using total sample data of 22,554 individual samples from 62 studies, demonstrates how customer engagement and purchase intention are significantly impacted by the entertainment value and credibility of social media influencers with entertainment value having the most significant effect. Meanwhile, (Pick, 2021), using sample data of 222 people, with a 7-point Likert scale measurement method, and SEM-PLS data processing, it was found that the influencer becomes the major factor in attracting customer to purchase the marketed product. Thus, we have developed the following hypothesis based on the previously mentioned literature:

H3: Credibility of influencer has a significant and positive effect on purchase intention.

Influencer Credibility and Purchase Decision

Influencer marketing dramatically impacts people's intentions to buy until they actually do. This statement is supported by research (Shamim and Islam, 2022) using sample data of 222 social networking site users who follow digital celebrities; with a Likert scale measurement method and SEM-PLS data processing, the credibility of media and messages was found to be crucial in building trust in digital influencers which in turn increases the propensity to make impulsive purchases on social media. In more specific industries, research by (Pop et al., 2022) explains how influencers affect customer decision to travel. A 7-point Likert scale measurement method and SEM-PLS data processing were used to analyze sample data of 162 travelers from generations X and Z. The results showed that trust from customers to social media influencers positively impacts every stage of the travel decision-making process. Other supporting evidence is research from (Arief et al., 2023), which investigates the effect of customer reviews, influencer marketing, and attractive advertising on buying decisions. Using sample data of 120 Shopee users who also follow Facebook and Instagram, with a 5- point Likert scale measurement method and multiple linear regression data processing, influencer marketing and online reviews were found to affect online buying decisions. Attractive advertising, however, does not affect consumers' decisions to buy. Thus, we have developed the following hypothesis based on the previously mentioned literature:
H4: Influencer credibility has a significant and positive effect on purchase decision.

Intention to Purchase and Purchase Decision

Customers' purchase intention influences customers' likelihood of buying the given goods or services. Research has been done to support this claim by (Khan et al., 2023), which investigates the elements influencing consumer attitudes, intentions, and practices regarding organic food purchases. According to the study, purchase intentions have a significant and positive effect on buying decisions, using sample data of 810 respondents from several households throughout Pakistan, a 5-point Likert scale measurement method, and SEM-PLS data processing. Similar findings were found in a study by (Li and Jaharuddin, 2021), which looked at how background factors affected customer intentions to get organic food in China. Using a sample of 280 respondents who had shopped at least once at the Chaoyang District organic market in Beijing, China, and using a 5-point Likert scale measurement method and SEM data processing, it was discovered that word-of-mouth (WOM) significantly moderated the relationship between purchase intention and purchase decision. Other studies also support the above statement, namely research by (Hidayat et al., 2021), which examines consumer trust as a factor in purchasing online decisions. Using a sample of 468 respondents who have an online shop application, and using a 5-scale Likert measurement method, and data processing using WarpPLS, it was discovered that consumer decisions to use an online shop application to make purchases are positively impacted by perceived value trust and purchase interest. Thus, we have developed the following hypothesis based on the previously mentioned literature:
H5: Purchase intention has a significant and positive effect on purchase decision.

Purchase Intention as Mediation Variable on the Relationship between Sales Promotion and Purchase Decision

Through influencing purchase intent, sales promotions significantly impact decisions about what to buy. Based on incentive theory, sales promotions give consumers direct incentives like discounts, special deals, or gifts to boost their willingness to buy (Mandolfo et al., 2022). Sales promotions can help hesitant consumers make a purchase decision by enhancing their perception of the product's value and encouraging immediate purchase

(Hmurovic et al., 2022). (Sinha and Verma, 2020) discovered that purchase intention is partly mediated the relationship between sales promotions and purchase decisions. Consumers are likely to buy a product when they come across enticing sales promotions, influencing their choice. Thus, we have developed the following hypothesis based on the previously mentioned literature:

H6: Purchase intention mediates sales promotion with purchase decision.

Purchase Intention as Mediation Variable on the Relationship of Influencer Credibility and Purchase Decision

Influencers' credibility, expertise, trustworthiness, and attractiveness are crucial in impacting consumer buying choices. According to source credibility theory, influencers perceived as trustworthy can create positive attitudes towards the product being promoted, leading to higher purchase intention among consumers (Weismueller et al., 2020). Buying intention is the initial stage in the buying journey, showing a consumer's interest in purchasing a product following suggestions or evaluations from trusted influencers (Ngarmwongnoi et al., 2020). According to a study, intention to purchase acts as a mediator on influencer credibility and buying decision relationship (Lou and Yuan, 2019). Influencers with strong credibility boost consumers' intention to buy, leading them to make a purchase ultimately. This study shows that consumers usually decide to do so by evaluating the influencer's credibility before choosing to acquire a product Thus, we have developed the following hypothesis based on the previously mentioned literature:

H7: Purchase intention mediates influencer credibility with purchase decision.

METHOD

To ascertain the statistical relationship between influencer credibility and sales promotion on buying decisions and the role of purchase intention as mediation variable in this relationship, we employed quantitative methods to analyze the data gathered and analyzed. Cross-sectional data or data collected at a single point in time is what we use to analyze social commerce users in the Jakarta, Bogor, Depok, Tangerang, and Bekasi regions. This area was selected because Jabodetabek has the highest internet penetration rate in Indonesia in 2023. This information is based on the APJII internet penetration survey findings in Indonesia. The internet penetration rate in DKI Jakarta is 87.51%, Banten is 84.55% and West Java is 85.52%. Since 2018, internet penetration in Indonesia has continued to increase from 64.8% in 2020 to 73.7%, 2021 by 77.01%, and 78.19% in 2023. When viewed based on gender, internet penetration in Indonesia comes from men by 50.7% and women by 49.1%. In addition, respondents' affordability is why the Jabodetabek area was chosen for this study.

The research hypothesis was evaluated using the two stages of Structural Equation Modelling (SEM) to get theoritical results from the correlation between variables (Anderson et al., 1988). SEM is an applicable method or technique, compared to multiple regression techniques, and may simultaneously evaluate one construct's influence on another. This technique gives a big picture of a theoritical construct within a structural equation framework and entails a two-phase process (Anderson et al., 1988). The construct's validity and reliability are evaluated in the first phase, and in the second, we explore the connections between the designated constructs and assess the overall fitness of the model.

We adhere to the general rule of sample size, that sample size should be at minimum ten times the maximum number of arrowheads pointing to a latent variable (Hair et al., 2021). As the sample size increases, the level of accuracy will increase. Therefore, this study will target 150 respondents to increase the accuracy. Due to the uncertainty of population size, this study uses a purposive sample strategy with non-probability sampling.

The questionnaire was distributed to 327 people, but only around 222 responded, with a response rate of around 68%. Of 222 people, 189 respondents have used social commerce to shop for their needs, and the remaining 32 respondents stated that they never used social commerce. The data indicates that the percentage of men is 57,3%, and the rest, 42,7%, is the percentage of women. Another insight from the data shows that most users are from Jakarta and Tangerang (89,3%), while the rest are from other parts of the region, such as Bogor, Bekasi, Depok, and others. Most of the respondents work as private employees (76,6%), while the rest have various backgrounds, such as entrepreneurs, public workers, and others. The salary range of the respondents is diverse, according to the data. Most of them are the millennial generation (78,1%), followed by the Gen Z generation (21,3%). The social media that often used are Instagram, Facebook, WhatsApp, and TikTok, and most of them use it for one to five hours per day (80,7%) and spend their money one to six times a month (82,7%).

Table 1. Sample Demographic Profile

Demographic	Group	Total	%
Gender	Male	86	57.3%
	Female	64	42.7%
Age	8-23 years	32	21.3%
	24-39 years	118	78.7%
Job	Private worker	115	76.6%
	Freelance	9	6.0%
	Entrepreneur	13	8.7%
	Others	13	8.7%
Domicile	Jakarta	95	63.3%
	Bogor	4	2.7%
	Depok	9	6.0%
	Tangerang	39	26.0%
	Bekasi	3	2.0%
Monthly Income	Rp3-6 million	35	23.3%
	Rp6-9 million	42	28.1%
	Rp9-12 million	26	17.3%
	Rp12-15 million	14	9.3%
	>Rp15 million	33	22.0%
Daily Social Media Usage Time	1-2 hours	37	24.7%
	3-4 hours	54	36.0%
	4-5 hours	30	20.0%
	5-8 hours	18	12.0%
	>8 hours	11	7.3%
Frequency Buy Goods	1-3 times	84	56.0%
	4-6 times	40	26.7%
	7-9 times	11	7.3%
	>10 times	15	10.0%

Source(s): Authors' own creation/work

As previously mentioned, the questionnaire is broken down into two sections: the first section includes information of demographic like age, gender, social media usage, and so forth, and the second section includes data to gauge the variables identified in this study, which include influencer credibility, sales promotion, intention to purchase, and purchase decision.

The scale of sales promotion was adapted from previous research (Gorji and Siami, 2020). There are three sample indicators to measure: It is easy to find promotions in this social commerce, in my opinion; sales promotion in this social commerce are interesting; and sales promotion in this social commerce help me make better decisions. Participants answered the question using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

The scale of influencer credibility was adapted from previous research (Wiedmann and von Mettenheim, 2020). There are three sample indicators to measure: I feel the influencers are dependable, honest, reliable, and trustworthy; I feel that well-known influencers have knowledge and experience regarding the products being offered; and I feel confident with famous influencers because they are attractive, charismatic, and good-looking. Participants answered the question using a fivepoint Likert scale (1 = strongly disagree, 5 = strongly agree).

The scale of purchase intention was adapted from previous research (Mahmud et al., 2024; Sokolova and Kefi, 2020; Weismueller et al., 2020). Three sample indicators are being measured: I am interested in buying the product offered by social commerce; I am interested in buying a product in social commerce due to a recommendation from someone I know; I will encourage those who are close to me to buy the products that social commerce promotes. Participants used a five-point Likert scale to answer the question (1 = strongly disagree, 5 = strongly agree).

The purchase intention scale was adapted from previous research (Oebit and Juniarti, 2023). There are four sample indicators to measure: I bought this product in social because I needed it; I bought this product because the benefits of this product match my needs; I bought a product because the price matches the quality of the product; I purchased this product because I was satisfied with my previous purchase. Participants used a five-point Likert scale to answer the question (1 = strongly disagree, 5 = strongly agree).

RESULTS AND DISCUSSION

We evaluated the measurement models fit using principal component analysis (PCA) via partial least squares–structural equation modeling (PLS–SEM) with SmartPLS to guarantee the validity and reliability of the scales. Specifically, PCA was conducted in SmartPLS version 4.0.9.9, evaluating four constructs: sales promotion, influencer credibility, purchase intention, and purchase decision. Afterward, the bootstrapping technique in SmartPLS 4.0.9.9 was utilized to examine the connections suggested by the hypotheses.

We evaluated the scale's validity and reliability using factor loadings, Cronbach’s alpha, composite reliability (CR), and average variance extracted (AVE) for each construct in this study. We began by analyzing data collected from respondents to evaluate validity and reliability. Cronbach’s alpha analysis was used to assess the reliability of the questionnaire used in this study to gauge the scale's consistency. In SmartPLS, Cronbach’s alpha is used to evaluate internal consistency and ascertain the reliability of the findings. An acceptable Cronbach’s alpha value falls between 0.6 and 0.8. (Wim et al., 2008). As presented in Table 2, Cronbach's alpha values for all constructs ranged from 0.648 to 0.886. The factor loadings for the variables were between 0.565 and 0.916, and the composite reliability (CR) values ranged from 0.812 to 0.913.

Table 2. Reliability and validity of the construct

Constructs	Items	Factor Loadings	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
Sales Promotion	SP1	0.565	0.648	0.812	0.598
	SP2	0.873			
	SP3	0.844			
Influencer Credibility	IC1	0.886	0.886	0.930	0.815
	IC2	0.916			
	IC3	0.906			
Purchase Intention	PI1	0.817	0.662	0.816	0.597
	PI2	0.717			
	PI3	0.782			

Purchase Decision	PD1	0.740	0.809	0.874	0.635
	PD2	0.848			
	PD3	0.839			
	PD4	0.754			

Source(s): Authors' own creation/work

Convergent validity was evaluated through composite reliability (CR) and average variance extracted (AVE). According to Bagozzi and Yi (1988), CR values should exceed 0.7, as this reflects the variability in factor loadings across items. In this study, CR values ranged from 0.812 to 0.930. AVE's minimum value of 0.5 is considered adequate (Bagozzi and Yi, 1988). As shown in Table 2, the AVE values met this criterion, falling between 0.597 and 0.815.

Table 3. Discriminant validity test based on heterotrait-monotrait ratio of correlation (HTMT)

	Influencer Credibility	Purchase Decision	Purchase Intention	Sales Promotion
Influencer Credibility	0.903			
Purchase Decision	0.144	0.797		
Purchase Intention	0.538	0.376	0.773	
Sales Promotion	0.500	0.336	0.577	0.773

Source(s): Authors' own creation/work

Using the heterotrait–monotrait ratio to compare the Average Variance Extracted (AVE) square root with the correlations among pertinent constructs, discriminant validity can be assessed. (Fornell and Larcker, 1981). Table 3 confirms that discriminant validity meets the acceptable level.

Table 4. Path coefficient and hypothesis testing

Hypothesis	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ([O/STDEV])	2,50%	97,50%	P value	Result
H1	SP ---> PI	0.410	0.412	0.077	5.313	0.251	0.553	0.000	Accepted
H2	SP ---> PD	0.218	0.226	0.096	2.275	0.032	0.404	0.023	Accepted
H3	IC ---> PI	0.332	0.336	0.069	4.790	0.200	0.475	0.000	Accepted
H4	IC ---> PD	-0.140	-0.144	0.090	1.561	-0.313	0.040	0.119	Rejected
H5	PI ---> PD	0.326	0.328	0.132	2.467	0.049	0.566	0.014	Accepted
H6	SP ---> PI ---> PD	0.134	0.136	0.062	2.164	0.018	0.259	0.031	Accepted
H7	IC ---> PI ---> PD	0.108	0.110	0.051	2.139	0.015	0.215	0.032	Accepted

Source(s): Authors' own creation/work

Composite Reliability (CR) and Average Variance Extracted (AVE) used to evaluate convergent validity, while discriminant validity involves examining AVE about the squared correlations between constructs. Previous tests confirmed these measures, with all results surpassing the recommended thresholds.

Table 5. Direct & indirect effect

Hypothesis	Relationship	Path Coefficient (β)	T statistics ([O/STDEV])	P value	Result
H1	SP ---> PI	0.410**	5.313	0.000	Supported
H2	SP ---> PD	0.218*	2.275	0.023	Supported
H3	IC ---> PI	0.332**	4.790	0.000	Supported
H4	IC ---> PD	-0.140	1.561	0.119	Not Supported

H5	PI ---> PD	0.326*	2.467	0.014	Supported
H6	SP ---> PI ---> PD	0.134*	2.164	0.031	Supported
H7	IC ---> PI ---> PD	0.108*	2.139	0.032	Supported

Noted: * p < 0.05, ** p < 0.01.

Source(s): Authors' own creation/work

Sales promotion positively and significantly affected purchase intention in social commerce (β = 0.410, t = 5.313, p < 0.01); this result shows that H1 was accepted. Sales promotion positively and significantly affected purchase decisions in social commerce (β = 0.218, t = 2.275, p < 0.05); this result shows that H2 was accepted. Influencer credibility had positive and significant effects on intention to purchase on social commerce (β = 0.332, t = 4.790, p < 0.01); this result shows that H3 was accepted. Influencer credibility did not have significant effects on purchase decisions in social commerce (β = 0.410, t = 5.313, p < 0.01); this result shows that H4 was not accepted. Purchase intention had positive and significant effects on purchase decisions in social commerce (β = 0.326, t = 2,467, p < 0.05); this result shows that H5 was accepted. Sales promotion had positive and significant effects on purchase decisions in social commerce with the mediating factor of purchase intention (β = 0.134, t = 2.164, p < 0.05); this result shows that H6 was accepted. Influencer credibility had positive and significant effects on purchase decisions in social commerce with the mediating factor of purchase intention (β = 0.108, t = 2.139, p < 0.05); this result shows that H7 was accepted.

The coefficient of determination (R^2) can assess the model's predictive accuracy. Figure 1 illustrates that the R2 value of 0.176 means that the exogenous variables (sales promotion, influencer credibility, purchase intention) account for 17.6% of the variance in purchase decisions on social commerce.

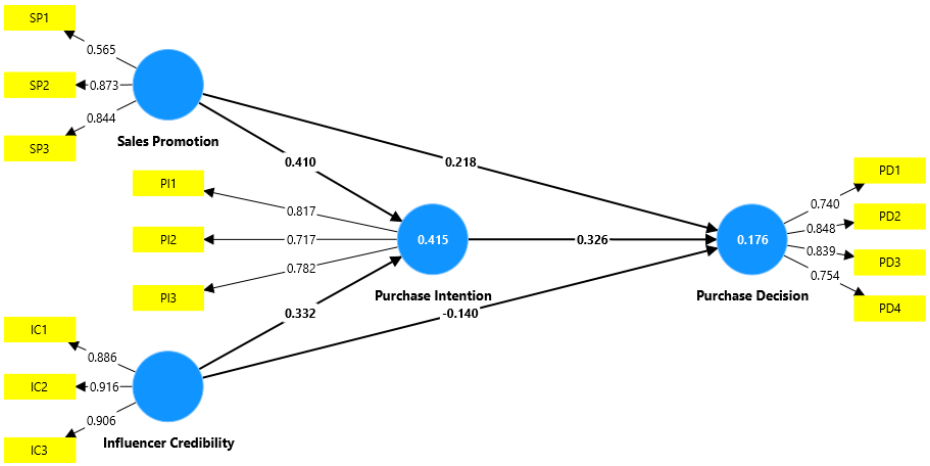


Figure 1. Path model: Item Loading, Path Coefficient, Level of R-square

Source(s): Authors' own creation/work

Using purchase intention as a mediator, this study investigated how sales promotion and influencer credibility affected consumers' decisions to make purchases through social commerce. The empirical analysis has yielded several important findings, which will be discussed in the following sections.

Hypothesis 1. Sales promotion significantly positively affects purchase intention on social commerce was accepted due to the p-value being less than 0.01, it indicates that sales promotion (SP) positively affects purchase intention (PI) (β = 0.410), an increase of 1 unit in sales promotion (SP) positively influenced their purchase intention (PI) by 0.410 unit. This is aligned with previous studies' findings by Gorji & Siami, 2020 Kaveh et al., 2021 Sohn & Kim, 2020. Implementing sales promotion strategies has increased customer interest in purchasing a

product on social commerce. Our findings indicate that in social commerce, sales promotions can significantly and favorably influence purchase intention because they create urgency, perceived value, and excitement for consumers. Time-sensitive discounts, offers, and exclusive deals serve as strong purchase incentives on social commerce platforms. Such promotions are frequently shared within social networks, increasing their visibility and adding social proof, further strengthening purchase intention. Moreover, social commerce's interactive environment enables consumers to engage directly with promotions, enhancing their sense of value and encouraging prompt action, ultimately raising their intention to buy.

Hypothesis 2. Sales promotion significantly positively affects purchase decisions on social commerce was accepted due to the p-value being less than 0.05, it indicates that sales promotion (SP) positively affects purchase decision (PD) ($\beta = 0.218$), an increase of 1 unit in sales promotion (SP) positively influenced their purchase decision (PD) by 0.218 unit. This is aligned with previous studies' findings by Bandyopadhyay et al. 2021; Firdausy & Fernanda, 2021; and Jee, 2021. Implementing sales promotion strategies has also been proven to directly increase customers' purchase decisions. The results of our study indicate that sales promotions can influence consumers' decisions to buy significantly by offering incentives that tap into consumers' sense of value and urgency. Offers like discounts, limitedtime deals, and exclusive promotions provide a compelling reason to finalize a purchase, particularly within social commerce's interactive, social setting. Since these promotions often appear within users' social feeds, they gain additional credibility and appeal through peer recommendations and social proof. The urgency of time-limited deals further prompts faster decision-making, converting interest into action and increasing purchase decisions in social commerce environments.

Hypothesis 3. Influencer credibility significantly positively affects purchase intention on social commerce was accepted due to the p-value being less than 0.01; it indicates that influencer credibility (IC) positively affects purchase intention (PI) ($\beta = 0.332$), an increase of 1 unit in influencer credibility (IC) positively influenced their purchase intention (PI) by 0.332 unit. This is aligned with previous studies' findings by Ao et al., 2023; Chen et al., 2023; and Pick, 2021. Credible influencers have been proven to increase a person's interest in purchasing goods or services. Based on this research, influencer credibility can greatly enhance purchase intention in social commerce by building trust, relatability, and perceived expertise that aligns with consumers' preferences. When influencers are seen as trustworthy, knowledgeable, and authentic, their recommendations feel more genuine and dependable to their audience. This trust is incredibly impactful on social commerce platforms, where personal connections and social validation often influence buying decisions. Credible influencers help connect brands with consumers by sharing honest product insights and authentic experiences, which reduce hesitation and make products more appealing, thus strengthening followers' intention to purchase.

Hypothesis 4. Influencer credibility significantly positively affects purchase decisions on social commerce was not accepted because of the p-value being more than 0.05, which indicates that influencer credibility (IC) did not affect purchase decision (PD) ($\beta = -0.140$. This contradicts the results of earlier research by Arief et al., 2023 Pop et al., 2022 Shamim & Islam, 2022, but aligns with Caiado et al. (2023) results that found the influencer credibility has weak negative effects on purchase decisions in a social commerce environment. Based on our research, influencer credibility may not always directly influence purchase decisions on social commerce, as trust in influencers does not automatically lead to a purchase. Even if influencers are perceived as credible and knowledgeable, other factors like price, personal relevance, and product necessity often participate more actively in making decisions. Consumers might value an influencer's recommendation but still hold back if the product does not meet their current needs, interests, or budget. Moreover, with increasing awareness of paid promotions,

consumers may question the authenticity of endorsements, reducing the influence of actual purchasing behavior on the credibility of influencers.

Hypothesis 5. purchase intention significantly positively affects purchase decision on social commerce was accepted due to the p-value being less than 0.05, it indicates that purchase intention (PI) positively affects purchase decision (PD) (β = 0.326), an increase of 1 unit in purchase intention (PI) positively influenced their purchase decision (PD) by 0.326 unit. This supports previous studies' findings by Hidayat et al., 2021; Khan et al., 2023; Li & Jaharuddin, 2021. Customers are more likely to buy the products offered when they have a purchase intention. Our findings suggest that purchase intention, which expresses a consumer's readiness and willingness to make a purchase, significantly and favorably influences purchase decisions within social commerce. When consumers show a high intention to buy, they are more likely to proceed, particularly in the seamless, user-friendly setting of social commerce. This environment helps bridge the gap between intention and action by providing quick product access, social validation from other users, and streamlined checkout options—all of which encourage impulse and immediate purchasing. A firm purchase intention generally aligns with favorable attitudes and motivations toward a product, making it more likely that consumers will turn intention into action, ultimately leading to a purchase.

Hypothesis 6. Sales promotion significantly positively affects purchase decisions on social commerce through purchase intention was accepted due to the p-value being less than 0.05, it indicates that sales promotion (SP) positively affects purchase decision (PD) through purchase intention (PI) (β = 0.134), an increase of 1 unit in purchase intention (PI) positively influenced their purchase decision (PD) by 0.134 unit. This supports previous studies' findings by Hmurovic et al., 2022 Mandolfo et al., 2022 and Sinha & Verma, 2020. Sales promotion is crucial in influencing purchase decisions by influencing purchase intention. Based on our research, sales promotions strongly influence purchase decisions by boosting purchase intention. Discounts, time-limited deals, and special offers create urgency and add value, making products more enticing and prompting consumers to act promptly. When consumers recognize these promotional advantages, their intention to buy increases as they feel they are gaining a better deal or a unique chance. This heightened intention often leads directly to a purchase decision, as consumers are more inclined to seize the promotion before it expires, bridging the gap between wanting and buying a product. Therefore, sales promotions are vital in stimulating purchase decisions by enhancing purchase intention.

Hypothesis 7. Influencer credibility significantly positively affects purchase decisions on social commerce through purchase intention was accepted due to the p-value being less than 0.05; it indicates that influencer credibility (IC) positively affects purchase decision (PD) through purchase intention (PI) (β = 0.108), an increase of 1 unit in purchase intention (PI) positively influenced their purchase decision (PD) by 0.108 unit. This is aligned with previous studies' findings by Lou & Yuan, 2019 Ngarmwongnoi et al., 2020 and Weismueller et al., 2020. Influencers' credibility, expertise, trustworthiness, and attractiveness are crucial in impacting consumer buying choices. According to our research, consumers are likely to trust opinion from influencers and approve of their endorsements when they are seen as trustworthy, informed, and relatable. This trust increases consumers' intention to buy, as they feel assured that the endorsement is genuine and aligned with their preferences. Consequently, consumers are more inclined to act on this intention, leading to an actual purchase. By establishing credibility, influencers help close the gap between interest and action, effectively encouraging consumers to make purchase decisions based on their trust in the influencer’s judgment.

CONCLUSION

This study aimed to investigate two factors that impact social commerce purchase decisions, using a mediating factor of purchase intention. The study focused on key criteria identified through the literature review: sales promotion, influencer credibility, and purchase intention.

The PLS-SEM method was applied to point out the key factors that significantly impact decision to purchase (PD) in social commerce. The analysis showed that PD is significantly directly affected by two variables: sales promotion (SP) and purchase intention (PI). At the same time, influencer credibility (IC) has no significant effect on purchase decision (PD) directly. Indirectly, this research also showed that sales promotion (SP) significantly directly affects purchase decision (PD) through intention to purchase (PI), and credibility of influencer (IC) also has a significant effect on purchase decision (PD) through purchase intention (PI). The findings suggest that both sales promotion and influencer credibility significantly enhance purchase intention in social commerce, positively influencing purchase decisions. Sales promotions create urgency and perceived value, making consumers more inclined to buy. However, while influencer credibility boosts purchase intention, it does not directly impact purchase decisions due to price and personal relevance. Purchase intention effectively mediates both sales promotion and influencer credibility's influence on purchase decisions, meaning that when consumers intend to buy, driven by trust in influencers or promotional incentives, they are more likely to proceed with the purchase. This emphasizes the importance of fostering high purchase intention through credible endorsements and strategic promotions to drive actual buying behavior on social commerce platforms.

This study aims to determine the elements that influence consumers' decisions to buy on social commerce in developing nations like Indonesia. As far as the authors know, the previous study has yet to look at the variables influencing decisions to buy on social commerce in Indonesia, particularly in the Jabodetabek area, including some of Indonesia's major cities. This focus is crucial; social commerce has an important role as a transaction medium, which utilizes social media as a driver of social interaction and consumer purchases. Therefore, this study introduces a comprehensive model into the literature, which contributes to existing knowledge and creates a foundation for future research on social commerce in Indonesia and other developing nations with similar demographics and development levels. Additionally, this research offers a unique theoritical perspective that distinguishes it from previous studies on social commerce purchase decisions. The findings from this study will support and guide future researchers focused on facilitating social commerce purchase decisions in this field.

Limitations and Future Research

This study focuses on the Jabodetabek region, which may limit the generalizability of the findings to other parts of Indonesia or similar developing nations. Consumer behaviors in this urban area may differ from those in rural regions, where infrastructure, internet access, and exposure to social commerce are less developed. Additionally, the study emphasizes sales promotions and influencer credibility, overlooking other potential influences such as economic conditions, cultural factors, and personal values.

Future research should expand geographically to include other regions in Indonesia or comparable developing countries to capture a broader range of consumer behaviors. Exploring additional variables—like cultural values, economic constraints, and digital literacy—would provide a deeper understanding of social commerce dynamics. Longitudinal studies could also track changes in consumer preferences over time, offering valuable insights for businesses and policymakers to support wider adoption of social commerce.

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