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The Influence of Social Media Advertising and Content Quality on Consumer Behavior in Digital Business

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Abstract: Particularly in the context of digital business, the advancement of information and communication technology has had a profound impact on consumer behavior. In order to better understand how social media advertising and content quality impact consumer behavior, this study will be analyzing just that. Quantitative methods with a descriptive approach are utilized in the investigation. A hundred people who are well-versed in digital transactions and who regularly use social media were polled online. Validity and reliability tests, testing of the classical assumptions, and multiple linear regression analysis were used to analyze the data. According to the findings, social media advertising and content quality both have a favorable and substantial impact on consumer behavior. The two variables account for 71.5% of the variance in consumer behavior, according to the coefficient of determination value of 0.715. This study provides practical contributions for digital business practitioners in improving the effectiveness of marketing strategies through optimized advertising and high-quality content delivery on social media.

Keywords: Social Media Advertising, Content Quality, Consumer Behavior, Digital Business, Multiple Linear Regression.

INTRODUCTION

The fast evolution of information and communication technology in this age of rapid technical innovation has greatly affected many parts of society, especially the economic sector. This evolution has led to numerous innovations, one of which is online shopping through the emergence of various e-commerce platforms. These platforms are systems developed to facilitate buying and selling activities over the internet. Year by year, e-commerce platforms have grown rapidly, especially in Indonesia, because they offer convenience for consumers and relatively low handling costs compared to conventional or traditional offline sales.

Competition in the business world is becoming increasingly dynamic. This has prompted the emergence of numerous companies, both in services and products. Producers strive to meet consumer needs, wants, and expectations to ensure customer loyalty, even amidst changes. Producers must seize business opportunities by identifying individual needs and aligning

marketing strategies with the use of social media as a tool to promote and sell their products (Safitri, 2020).

Originally, social media started as a platform to share photos and videos but has since evolved into much more. Beyond being a space for social interaction and online trading, social media—with over 90 million active users worldwide—also serves as a platform to share visual content. The idea of social shopping emphasizes how social media influences consumer choices through recommendations from friends, family, or influencers. It also enables direct communication between businesses and customers (Binrany et al., 2024). In its technological development, social media plays a significant role in optimizing product sales and in building stronger relationships between brands and consumers (Putri & Riofita, 2024).

Through social media, consumers can access detailed information about product specifications without visiting a physical store. As more people spend time online, technological advancements influencing social media have significantly impacted consumer behavior. Along with the development of digital technology, people's attitudes and behaviors have shifted to allow more effective and efficient access to goods and services (Ardani, 2022).

Consumer behavior in the digital age encompasses all the steps people take to find, choose, buy, use, and assess products and services to fulfill their wants and requirements. Society is now more informed and actively seeks up-to-date information when making purchasing decisions due to the accessibility and speed of available information (Adha, 2022).

Social media advertising greatly influences product marketing and consumer attraction. Through advertisements, consumers can obtain information about the products offered by producers. Advertising is a promotional tactic used in business, often presenting details such as the product name, price, benefits, and advantages over similar products from competitors (Safitri, 2020).

According to Sulistyono & Jakaria, when ad quality and content are combined with entertainment value and engagement, they have a greater impact on social media. Participation in social media—through sharing, commenting, and interacting—enhances user interaction with social communities, businesses, and products. Consumers who are more active on social media tend to show a preference for certain brands, which strengthens their relationship with and satisfaction toward those brands (Fish, 2020).

METHOD

The research conducted in this study employs a quantitative approach with a descriptive method, aiming to illustrate the respondents' perceptions or attitudes toward the investigated variables. Data were collected through the distribution of questionnaires to selected respondents. The population of this study comprises individuals who are active users of social media. A total of 100 respondents were selected as the research sample using random sampling techniques. These respondents were not limited by age, gender, or educational background, as long as they were willing to complete the provided questionnaire.

Instagram, WhatsApp, and Twitter were among the social media channels used to disseminate an online questionnaire that collected the data. The survey had four assertions with four-point Likert scales: (1) Strongly Disagree, (2) Disagree, (3) Agree, and (4) Strongly Agree. Each item was evaluated in turn. The goal of using a 4-point scale was to get people to show their true feelings rather than just giving a neutral answer.

Following the data collection, analysis was conducted using descriptive statistical techniques, including frequency, percentage, and mean value calculations. This analysis aimed to provide an overview of the trends in respondents' answers to each item. The analysis was conducted using SPSS software and included various statistical tests. These included Validity Test, Reliability Test, Multiple Linear Regression Analysis, and Classical Assumption Tests (Normality Test using Kolmogorov-Smirnov, Multicollinearity Test using VIF and Tolerance,

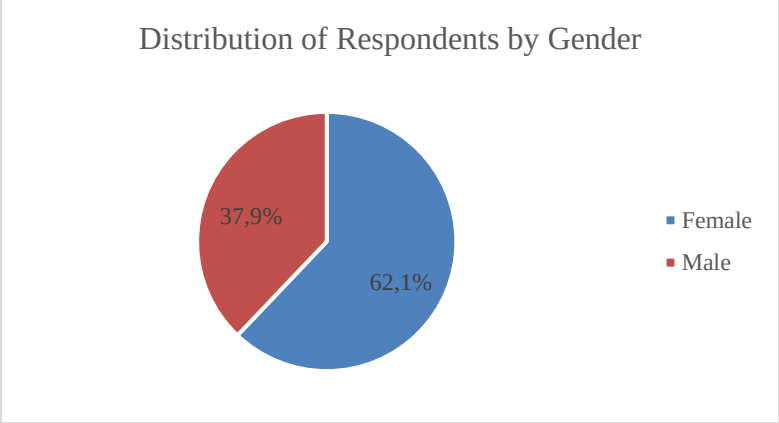
Heteroscedasticity Test using Glejser test or Scatterplot, and Autocorrelation Test using Durbin-Watson).

RESULTS AND DISCUSSION

Research Results

Respondent Data Description

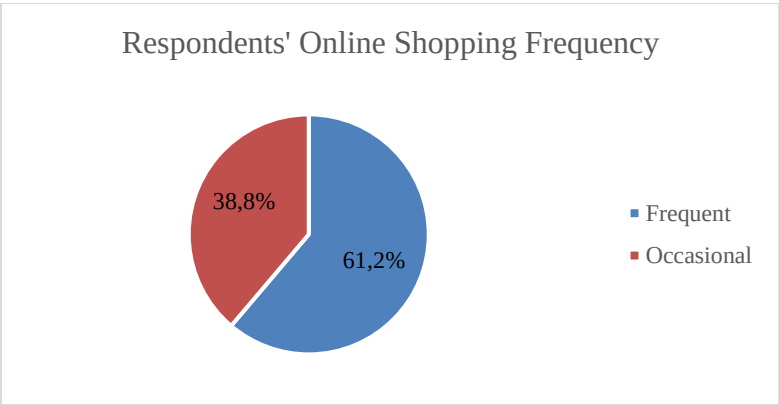
This study involved a total of 100 respondents, all of whom were social media users who had previously conducted digital transactions via e-commerce platforms, social media, or other digital channels. The research questionnaire was distributed through WhatsApp, Instagram, and Facebook.



Source: Processed by the researcher (2025)

Figure 1. Distribution of Respondents by Gender

A total of 62.1% of respondents were female and 37.9% were male, according to the data that was obtained. The age bracket of 21–30 comprised the bulk of the responders (70%), followed by those aged 31–40 (20%), and the remaining respondents were either below the age of 20 or above 40. In terms of online shopping frequency, the data indicated that females are more likely to purchase online than males.



Source: Processed by the researcher (2025)

Figure 2. Respondents' Online Shopping Frequency

Validity and Reliability Tests

The validity test results showed that all items in the questionnaire had correlation values greater than 0.3 and were statistically significant ($p < 0.05$), confirming that the instruments used were valid. The reliability test, using Cronbach's Alpha, yielded values above 0.7 for each variable, demonstrating that the instruments were reliable and suitable for further research. The validity test employed Pearson correlation analysis between each questionnaire item and the

total variable score (item-total correlation). An item was considered valid if its correlation value exceeded 0.3 and was significant at a 99% confidence level ($p < 0.01$).

For the social media advertising variable (X1), all five items showed significant correlations with total scores, ranging from 0.571 to 0.647, with a significance level of 0.000. This confirms the validity of all items for further analysis.

For content quality (X2), item-total correlations ranged from 0.799 to 0.878, all highly significant, indicating very strong relationships between items and their construct. For consumer behavior (Y), item correlations ranged from 0.668 to 0.820, also significant at the 0.01 level.

The reliability test results further confirmed the consistency of the instruments: social media advertising had a Cronbach's Alpha of 0.862, content quality scored the highest at 0.890, and consumer behavior scored 0.829. These results indicate that all three variables are both valid and reliable.

Classical Assumption Tests

Several conventional assumption tests, such as those for normality, autocorrelation, heteroscedasticity, and multicollinearity, were performed to guarantee that the multiple linear regression model was suitable for usage.

A significant value of 0.007 ($p < 0.05$) was shown by the normality test utilizing the One-Sample Kolmogorov-Smirnov Test on unstandardized residuals, suggesting that the distribution is not normal. However, the Normal P-P Plot showed that residuals were fairly evenly distributed along the diagonal line, suggesting that the residual distribution was close enough to normal, particularly given the sample size of 100 respondents.

Both independent variables exhibited Tolerance values of 0.499 and Variance Inflation Factor (VIF) values of 2.004, which are the foundational metrics of the multicollinearity test. Since these values met the thresholds (Tolerance > 0.1 and VIF < 10), there was no indication of multicollinearity.

The heteroscedasticity test, conducted by regressing the absolute residuals (ABS_RES) on the independent variables, resulted in a significance value of 0.146 (> 0.05), with no discernible pattern in the scatterplot, confirming the absence of heteroscedasticity.

Lastly, the autocorrelation test using the Durbin-Watson (DW) statistic resulted in a value of 1.925, which falls within the acceptable range of 1.5 to 2.5. Thus, the model was free from autocorrelation. Overall, these results confirm that the regression model met all classical assumption requirements and was suitable for hypothesis testing.

Multiple Linear Regression Analysis

It was determined that social media advertising (X1) and content quality (X2) had an affect on consumer behavior (Y) using multiple linear regression analysis. The regression equation derived from the SPSS output was:

$$Y = 1.009 + 0.528X_1 + 0.388X_2.$$

This equation indicates that in the absence of both independent variables, the base level of consumer behavior is 1.009. With all else being equal, a one-unit rise in social media advertising causes a 0.528-unit increase in consumer behavior, whereas a one-unit increase in content quality causes a 0.388-unit increase.

The partial significance test (t-test) found that social media advertising significantly influenced consumer behavior, with a t-value of 6.684 and a significance level of 0.000. There is a considerable impact on content quality, as shown by a t-value of 5.223 and a p-value of 0.000.

Both independent factors significantly impacted consumer behavior were tested simultaneously using the F-test, which yielded an F-value of 121.605 at the 0.000 level of significance.

The coefficient of determination (R2) was 0.715, indicating that social media advertising and content quality accounted for 71.5% of the variance in consumer behavior and that other factors were responsible for the remaining 28.5%.

Discussion

With a t-value of 6.684 and a significance level of 0.000, the results show that social media advertising substantially affects consumer behavior. This suggests that the more effectively an advertisement is presented on social media—with appealing visuals, clear information, and targeted promotions—the more likely it is to attract consumer interest and drive purchases. Effective advertising increases brand awareness and stimulates buying interest.

Similarly, content quality was also found to significantly influence consumer behavior, with a t-value of 5.223 and a significance of 0.000. Content that is consistently engaging, relevant, and aligned with the audience's needs fosters consumer engagement and builds trust in the brand or product.

These findings support the Stimulus-Organism-Response (SOR) theory, which posits that external stimuli (in this case, advertising and content) affect consumers' internal states (perceptions and attitudes), ultimately influencing their behavioral responses (purchasing decisions). The results are consistent with the findings of Suwarsih et al. (2021), who stated that social media marketing enhances brand image and purchase intentions, and with Maulana & Suryaningwulan (2020), who found that content quality affects consumer comfort and loyalty. Consequently, in order to influence consumer behavior in the modern digital world, it is essential to combine successful advertising methods with high-quality content.

CONCLUSION

The study's findings suggest that social media advertising and content quality, whether used separately or in combination, have a favorable and significant impact on consumer behavior in the digital business sector. Social media advertisements are effective in capturing attention and influencing consumers' purchasing decisions through strong and easily accessible visual messages. Meanwhile, content quality plays a crucial role in building trust, loyalty, and long-term interaction between consumers and brands. With a coefficient of determination value of 0.715, the contribution of these two variables to changes in consumer behavior is considered high.

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