

The influence of digital advertising, social media, and testimonials on consumer purchase interest on the Bukalapak e-commerce platform

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Abstract

The development of digital technology has significantly changed marketing activities and consumer behavior, particularly in e-commerce transactions. Digital marketing strategies such as digital advertising, social media, and customer testimonials play an important role in influencing consumer purchase intention. This study aims to analyze the influence of digital advertising, social media, and testimonials on consumer purchase intention on the Bukalapak e-commerce platform. The research uses a quantitative approach with a causal research design. The population consists of students of the Faculty of Economics at Universitas Prima Indonesia who have used the Bukalapak platform. The sample size was determined using the Lemeshow formula, resulting in 96 respondents selected through accidental sampling. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS. The results show that digital advertising, social media, and testimonials have a significant partial effect on purchase intention. Simultaneously, these three variables also significantly influence purchase intention. The coefficient of determination shows that they explain 46.8% of the variation in purchase intention. These findings highlight the importance of effective digital marketing strategies to enhance consumer interest in e-commerce platforms.

Keywords: Digital advertising, social media, testimonials, purchase intention, e-commerce

Introduction

Advances in digital technology have brought about significant changes in consumer interaction patterns with products and services, particularly in the purchasing process. Digitalization is a key factor driving the transformation of the trade sector through the emergence of e-commerce (Buyanova *et al.*, 2021; Panasenکو *et al.*, 2021; Fedushko *et al.*, 2023; Yang *et al.*, 2023) [5, 12, 20, 35], which enables online buying and selling activities without the constraints of time or location. Supported by the internet and digital devices, consumers can easily browse product information, compare prices, and complete transactions quickly (Rosário & Raimundo, 2021) [24]. These changes have created an increasingly competitive and evolving digital commerce environment.

Over the past decade, the e-commerce industry in Indonesia has shown rapid growth (Ariansyah *et al.*, 2021; Mahmuddin & Sirait, 2022; Febransyah & Camelia Goni, 2022) [3, 11, 17]. This growth is driven by increased internet access, widespread smartphone use, and changes in consumer behavior, leading to an increasing reliance on digital platforms. Various marketplaces such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli have flourished, offering easy transactions, a diverse product variety, and efficient delivery services (Fandiyanto *et al.*, 2025; Sun, 2025) [10, 28]. Government support through the provision of technological infrastructure and regulations that support the digital ecosystem has strengthened Indonesia's position as one of the largest e-commerce markets in Southeast Asia.

Bukalapak is one of Indonesia's e-commerce pioneers, founded in 2010 with the primary mission of empowering micro, small, and medium enterprises (MSMEs) (Melati & Nur Komala Dewi, 2020; Park *et al.*, 2025) [18, 21]. This platform provides a digital marketplace accessible to a wide range of people and offers innovations such as the Mitra

Bukalapak program to reach areas outside urban areas. Furthermore, Bukalapak has developed various additional services such as BukaEmas, BukaReksa, and various other digital products. However, intense competition between platforms requires Bukalapak to continuously update its strategy to remain sustainable and relevant amidst the dynamic market.

In recent years, Bukalapak has faced the challenge of declining consumer purchasing interest. This condition is influenced by the increasing dominance of competitors who are more aggressive in conducting promotions, offering easier access, and providing faster and more diverse services (Syiam *et al.*, 2025) [30]. Furthermore, consumer perceptions of service reliability, product quality, and user experience also influence their choices when shopping online. This decline in purchasing interest is an important signal for management to conduct continuous evaluation and innovation.

In the digital era, digital advertising, social media, and customer testimonials play a strategic role in shaping consumer perceptions and purchasing decisions (Hannan *et al.*, 2023; Mrisha & Xixiang, 2024; Pellegrino, 2024; Jayaprakash, 2025) [14, 15, 19, 22]. Creatively designed and well-targeted digital advertising can increase consumer interest in a product or service. Social media serves as an effective communication and promotional tool, reaching a wide audience at a relatively low cost. Meanwhile, customer testimonials serve as social proof that can strengthen the trust of potential buyers. If these three elements are optimally managed, the potential for increased consumer purchasing interest on platforms like Bukalapak will be even greater.

However, Bukalapak's digital advertising implementation is considered unable to provide optimal appeal to both new and existing users (Tjahjawan & Syahnureza, 2024) [32].

Although promotions have been conducted through various digital channels, some ads are deemed inappropriate for consumer needs and preferences. The lack of personalization in ad delivery results in inaccurate promotional messages. Furthermore, the visual appearance of ads is considered uninnovative and unable to compete with other, more creative and aggressive platforms. This situation results in low user engagement with ad content, thus reducing its significant contribution to increasing purchasing interest.

Bukalapak's social media management also faces challenges in establishing active and continuous communication with users. Despite its presence on various social media platforms, the content strategy implemented tends to be monotonous and unappealing, especially to the younger generation, who are highly engaged in the digital world. The lack of two-way interaction, the use of less-than-communicative language, and the minimal use of influencers and creative campaigns have prevented Bukalapak's social media from building a strong brand image. Informative, educational, and entertaining content is crucial for building emotional connections with consumers. In addition to digital advertising and social media, Bukalapak's customer testimonial management also exhibits several weaknesses that impact consumer trust. A number of product reviews are deemed inaccurate, with some even suggesting inauthentic testimonials, thus reducing the credibility of the information received by potential buyers. The absence of a strict verification and curation system for testimonials, along with a lack of response or clarification from sellers to customer complaints, further exacerbates consumer doubts. Given that testimonials are a key factor in online purchasing decisions, low levels of trust in product reviews can drive consumers to switch to other platforms perceived as more trustworthy.

Several previous studies have shown that digital marketing strategies have a significant influence on consumer purchase intention. Research conducted by Cahyani *et al.* (2022) ^[6] found that product quality and social media advertising had a positive and significant effect on consumer purchase intention on the Shopee e-commerce platform. These results indicate that promotions through social media can increase consumer interest in making a purchase.

Another study conducted by Sapitri *et al.* (2025) ^[27] showed that affiliate reviews and testimonials on Shopee significantly influenced consumer purchase intention. Statistical analysis revealed that both reviews and testimonials, both partially and simultaneously, had a significant effect on purchase intention. This suggests that consumer experiences shared online can increase potential buyers' trust in a product.

Furthermore, research by Safirah & Anggrainie (2024) ^[25] found that digital advertising, influencer marketing, and product quality had a positive and significant effect on consumer purchase intention on the Shopee e-commerce platform. This research confirms that digital marketing strategies play a crucial role in shaping consumer behavior in the e-commerce era.

Based on these various studies, it can be concluded that digital marketing factors such as digital advertising, social media, and consumer testimonials play a significant role in influencing consumer purchase intention. However, most previous research has focused on specific e-commerce platforms like Shopee. Therefore, this study seeks to further

examine the influence of digital advertising, social media, and testimonials on consumer purchase intention on the Bukalapak e-commerce platform.

Overall, the ineffectiveness of digital advertising, the lack of strategic social media management, and the weak customer testimonial management system reflect issues within Bukalapak's digital marketing strategy. These three aspects should be key elements in attracting consumer interest in the digital age. However, weaknesses in their implementation can actually contribute to declining consumer interest and enthusiasm for transacting on the Bukalapak platform.

Literature Review

Digital Advertising

Developments in information technology have driven significant changes in corporate marketing strategies, particularly through the use of digital advertising. Digital advertising is a promotional activity that utilizes internet-based media to convey marketing messages to a broader and more segmented audience. According to Sari and Kurniawan (2022), digital advertising can be understood as a form of promotion that utilizes various online platforms such as search engines, websites, and social media to reach more specific target consumers. The use of digital technology enables companies to deliver promotional messages more effectively because they can be tailored to user characteristics.

Theodorakopoulos & Theodoropoulou (2024) ^[31] explain that digital advertising utilizes internet technology and data processing to increase the effectiveness of delivering marketing messages to specific consumer segments. Through analyzing user behavior data, companies can display ads relevant to consumer needs and interests. This makes digital advertising more efficient than conventional promotional methods because it can target the right audience.

Furthermore, Yun *et al.* (2020) ^[36] state that digital advertising relies not only on compelling visual messages but also on a real-time performance measurement system. Through this system, companies can monitor the effectiveness of advertising campaigns, such as the number of clicks, conversion rates, and user interaction. Thus, digital advertising has become a crucial instrument in modern marketing strategies, particularly in the context of e-commerce.

Social Media

Social media is a digital communication platform that plays a crucial role in modern marketing activities. Dhingra & Mudgal (2019) ^[8] define social media as an internet-based platform that allows users to interact, share information, and build communication networks through various forms of content such as text, images, and videos. The main characteristic of social media lies in its ability to facilitate rapid and broad communication.

Gunawan *et al.* (2023) ^[13] adds that social media functions not only as a means of disseminating information but also as a space for two-way communication between companies and consumers. Through social media, companies can interact directly with consumers, receive feedback, and build closer relationships with their audiences. This interaction allows companies to understand consumer needs and preferences more deeply.

Furthermore, Drummond *et al.* (2020) ^[9] suggest that social media plays a strategic role in digital marketing because it can increase user engagement. High levels of interaction on social media can strengthen brand image and increase consumer awareness of a product or service. In the context of e-commerce, social media is often used as an effective promotional tool to attract consumer attention and encourage purchase intention.

Consumer Testimonials

Consumer testimonials are a form of marketing communication derived from users' direct experiences with a product or service. Sajedikhah *et al.* (2024) ^[26] explains that testimonials are statements of consumer experiences, generally positive, that are shared voluntarily as a form of recommendation to other potential consumers. Testimonials are often considered more credible because they originate from real user experiences.

According to Alamyar (2025) ^[1], testimonials fall into the category of user-generated content, which plays a crucial role in building consumer trust in a brand. Information from fellow consumers tends to be perceived as more objective than promotional messages delivered directly by the company. Therefore, testimonials can increase a product's credibility in the eyes of potential buyers.

Usman & Wijaya (2025) ^[33] states that testimonials also function as social proof, influencing consumer perceptions of product quality. When consumers see positive experiences from other users, they tend to have greater confidence in trying or purchasing the product. Thus, testimonials have a strategic role in influencing consumer purchasing decisions, especially in digital environments such as e-commerce platforms.

Purchase Intention

Purchase intention is an important indicator in understanding consumer behavior. M. Sun *et al.* (2023) ^[29] defines purchase intention as a consumer's psychological tendency to purchase a product, influenced by various internal and external factors. Purchase intention arises when consumers have a positive perception of a product's benefits.

Riaz *et al.* (2021) ^[23] explain that purchase intention is a crucial stage in the consumer decision-making process. During this process, consumers begin to consider the possibility of purchasing a product based on the information they receive. Therefore, purchase intention is often used as a potential indicator to predict future purchasing behavior.

Charton-Vachet *et al.* (2020) ^[7] states that purchase intention is formed through a combination of factors such as motivation, attitude, and perceived value toward a product. When consumers assess that a product has benefits that align with their needs, their desire to purchase becomes stronger. In the context of e-commerce, purchase intention is strongly influenced by digital marketing communication factors, including digital advertising, social media, and consumer testimonials.

Research Methods

This research was conducted at Universitas Prima Indonesia in Medan. The study ran from April 2025 to December 2025. This study employed a quantitative approach due to

its systematic and structured research flow. This type of research was quantitative, with a causal nature (explanatory research) aimed at analyzing the cause-and-effect relationship between the independent and dependent variables. This study assumed that changes in the independent variable would influence changes in the dependent variable. The population in this study was all students of the Faculty of Economics at Universitas Prima Indonesia who had used the Bukalapak e-commerce platform. The exact population size was unknown and therefore categorized as an unknown population. Therefore, the sample size in this study was determined using the Lemeshow formula, which is used to calculate the sample size in an unknown population. The sampling technique used was accidental sampling, which is a sampling technique based on anyone who happened to meet the researcher and agreed to be a research respondent. The Lemeshow formula used is as follows:

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

Description:

- n = number of samples
- Z = Z score at a certain confidence level (1.96)
- P = estimated population proportion
- d = margin of error

In this study, a maximum proportion estimate of 50% (0.5) and a margin of error of 10% (0.1) were used, so the sample size calculation is as follows:

$$n = \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,5 \times 0,5}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on these calculations, the minimum sample size for this study was 96 respondents.

The data used in this study was quantitative, that is, data in numerical form that can be analyzed using statistical methods. According to Wijaya *et al.* (2024), quantitative data is usually obtained through survey methods that produce objective numerical data. The data sources in this study consisted of:

1. Primary data, namely data obtained directly from respondents through questionnaires distributed to students who had used the Bukalapak platform.
2. Secondary data, namely data obtained indirectly through various sources such as books, scientific journals, research reports, and publications from related institutions.

Data Quality Test

Validity Test

The validity test aims to determine the extent to which the research instrument is able to measure what it is supposed to measure. Validity testing was conducted using Pearson's bivariate correlation with a significance level of 0.05. A statement item is declared valid if the calculated r value is greater than the table r value with degrees of freedom $df = n - 2$.

Reliability Test

The reliability test is used to determine the level of consistency of the measurement instrument in the study. Reliability testing was conducted using Cronbach's Alpha. The research instrument was deemed reliable if the Cronbach's Alpha value was ≥ 0.60 .

Research Model

Quantitative Descriptive Analysis

Descriptive statistics were used to systematically and concisely describe the characteristics of the research data. According to Sugiyono (2021), descriptive analysis aims to present data in the form of tables, graphs, or diagrams to facilitate understanding of the phenomena being studied.

Data Analysis Techniques

Classical Assumption Test

Normality Test

The normality test aims to determine whether the research data is normally distributed. Normality testing was performed using the Normal Probability Plot and the Kolmogorov–Smirnov (K-S) test. Data are considered normally distributed if the significance value is > 0.05 .

Multicollinearity Test

The multicollinearity test aims to determine the presence of a high correlation between independent variables in the regression model. The test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values. A regression model is declared free from multicollinearity if:

- Tolerance value > 0.10
- VIF value < 10

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the residual variances in the regression model. The test is performed using a scatterplot graph between the ZPRED and SRESID values. If the points on the graph are randomly distributed and do not form a specific pattern, the regression model is declared free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the

effect of independent variables on the dependent variable. The regression equation model used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Description:

- Y = Purchase Interest (dependent variable)
- X₁ = Digital Advertising
- X₂ = Social Media
- X₃ = Testimony
- a = constant
- b₁, b₂, b₃ = regression coefficient

Coefficient of Determination (Adjusted R²)

The coefficient of determination is used to determine the extent to which an independent variable explains the dependent variable. The Adjusted R² value is used in regression models involving more than one independent variable.

Hypothesis Testing

t-Test (Partial)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The decision-making criteria are as follows:

- H₀ is rejected if the calculated t value $>$ t-table or the significance value is < 0.05
- H₀ is accepted if the calculated t value $<$ t-table or the significance value is > 0.05

F-Test (Simultaneous)

The F-test is used to determine the simultaneous effect of independent variables on the dependent variable. The decision-making criteria are:

- H₀ is rejected if the calculated F value $>$ F-table or the significance value is < 0.05
- H₀ is accepted if the calculated F value $<$ F-table or the significance value is > 0.05

Results

Descriptive Statistics

The following are the results of the descriptive statistics tests:

Table 1: Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Digital Advertising	96	14	35	26.93	4.707
Social Media	96	10	27	19.80	3.843
Testimonials	96	11	29	21.36	3.923
Purchase Interest	96	10	37	28.41	4.727
Valid N (listwise)	96				

Source: Research Results, 2025 (Data processed)

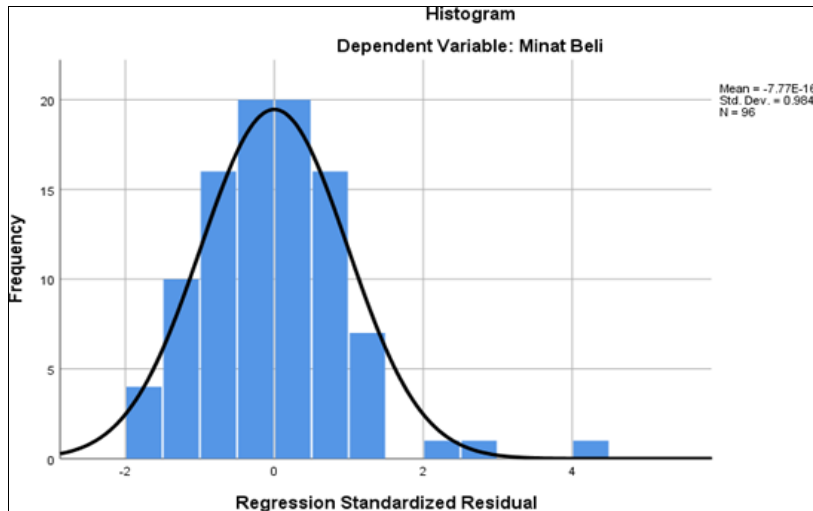
Based on the table above, it can be concluded that Digital Advertising shows a minimum value of 14 and a maximum of 35, with an average value (mean) of 26.93. Meanwhile, Social Media has a minimum value of 10 and a maximum of 27, with an average value of 19.80. For Testimonials, the minimum value is recorded at 11 and a maximum of 29, with an average value of 21.36. Finally, Purchase Interest shows a minimum value of 10 and a maximum of 37, with an average

value of 28.41.

Classical Assumption Test Results

Normality Test

The normality test aims to determine whether the residual data in a regression model is normally distributed. There are two methods that can be used to detect whether the residuals are normally distributed: graphical analysis and statistical tests.

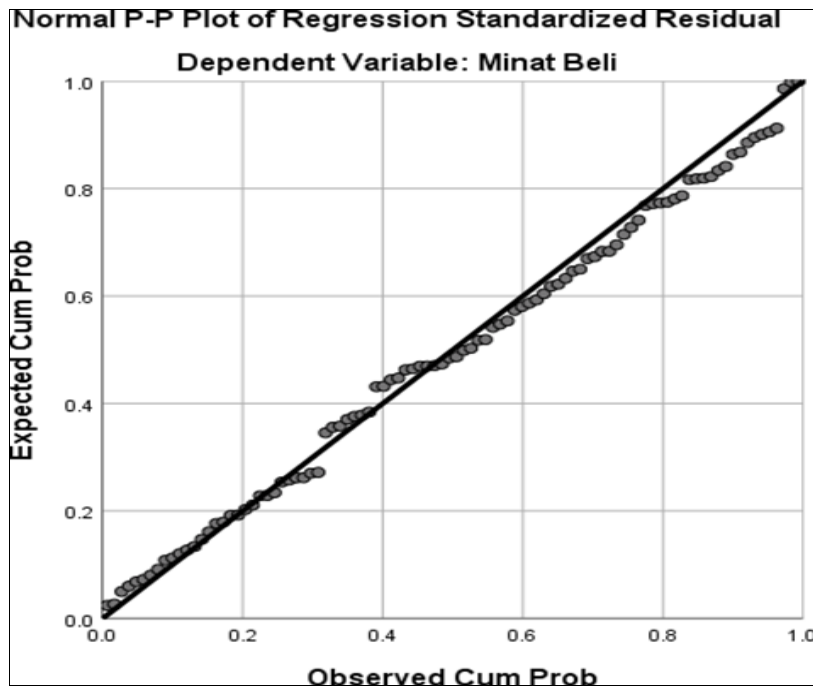


Source: Research Results, 2025 (Data processed)

Fig 1: Histogram Graph

The image above shows that the resulting curve resembles a bell shape and is neither skewed to the left nor to the right.

This indicates that the data is normally distributed, thus meeting the assumption of normality.



Source: Research Results, 2025 (Data Processed)

Fig 2: Normal Probability Plot of Regression

Based on the figure above, we can see that the data points are distributed around the diagonal line and follow the pattern of the line. Therefore, we can conclude that the

residuals from this regression model are normally distributed, thus meeting the assumption of normality.

Table 2: One-Sample Kolmogorov-Smirnov Test

Information	Unstandardized Residual
N	96
Normal Parameters^{ab}	
Mean	0.0000000
Std. Deviation	3.39468437
Most Extreme Differences	
Absolute	0.053
Positive	0.053
Negative	-0.045
Test Statistic	0.053
Asymp. Sig. (2-tailed)	0.200 ^{cd}

Source: Research Results, 2025 (Data Processed)

Description:

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, the test results show that the significance value generated is greater than 0.05, namely 0.200. Therefore, it can be concluded that the data in this study is normally distributed, thus meeting the assumption of normality.

Table 3: Multicollinearity Test Results (VIF Test) Coefficients^a

Model	Variables	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.398	2.983		0.804	0.424		
	Iklan Digital	0.352	0.092	0.350	3.818	0.000	0.666	1.501
	Media Sosial	0.464	0.113	0.377	4.107	0.000	0.665	1.503
	Testimoni	0.344	0.090	0.286	3.813	0.000	0.998	1.002

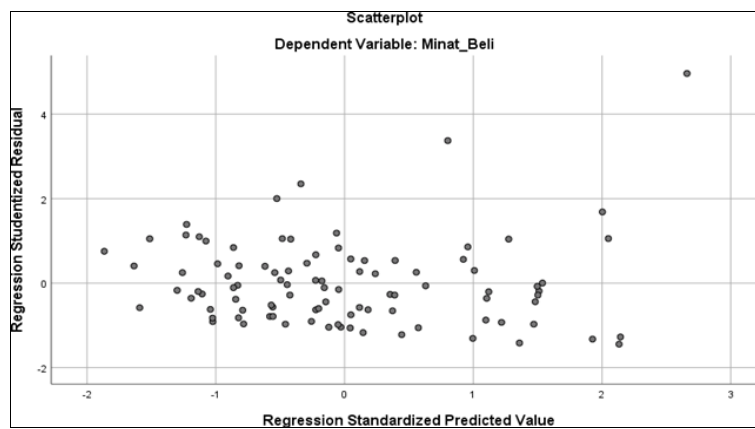
a. Dependent Variable: Purchase Interest
Source: Research Results, 2025 (Data Processed)

Based on the table above, it can be seen that each variable has a Tolerance value > 0.1 and a VIF value < 10. Thus, it

can be concluded that there is no multicollinearity problem in the regression model in this study.

Heteroscedasticity Test

The following graphical results of the heteroscedasticity test can be seen in the image below:



Source: Research Results, 2025 (Data Processed)

Fig 3: Scatterplot Graph

Based on the scatterplot graph presented, it can be seen that the points are randomly distributed and do not form a clear pattern, and are spread both above and below zero on the Y-axis. This indicates that there is no heteroscedasticity in the regression model, so the regression model can be used to

predict purchase intention based on the independent variables used in this study.

The heteroscedasticity test can also be seen in the table below:

Table 4: Results of the Glejser Test (Heteroscedasticity) Coefficients^a

Model	Variable	B	Std. Error	Beta	t	Sig.
1	(Constant)	4.453	1.922		2.317	0.023
	Digital Advertising	-0.035	0.059	-0.073	-0.583	0.562
	Social Media	-0.074	0.073	-0.128	-1.016	0.313
	Testimonials	0.023	0.058	0.040	0.394	0.694

a. Dependent Variable: Purchase Interest
Source: Research Results, 2025 (Data Processed)

The table above shows that the significance level for each variable is greater than 0.05. Based on the calculation results and significance levels, it can be concluded that no heteroscedasticity was found in the regression model in this study.

Research Model

The results of the multiple linear regression analysis can be seen in the table below:

Table 5: Results of Multiple Regression Coefficient Test Coefficients^a

Model	Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.398	2.983		0.804	0.424		
	Digital Advertising	0.352	0.092	0.350	3.818	0.000	0.666	1.501
	Social Media	0.464	0.113	0.377	4.107	0.000	0.665	1.503
	Testimonials	0.344	0.090	0.286	3.813	0.000	0.998	1.002

a. Dependent Variable: Purchase Interest
Source: Research Results, 2025 (Data Processed)

Purchase Intention = 2.398 + 0.352 Digital Advertising + 0.464 Social Media + 0.344 Testimonials + e
 Based on the regression equation, it can be explained as follows:

- Constant (a) = 2.398, meaning that if the independent variables, namely Digital Advertising (X_1), Social Media (X_2), and Testimonials (X_3), are zero, then the Purchase Intention (Y) value is 2.398.
- The regression coefficient of Digital Advertising (X_1) = 0.352, meaning that if Digital Advertising increases by one unit, Purchase Intention will increase by 0.352 units, assuming other variables remain constant.

- The regression coefficient of Social Media (X_2) = 0.464, meaning that if Social Media increases by one unit, Purchase Intention will increase by 0.464 units, assuming other variables remain constant.
- Testimonial regression coefficient (X_3) = 0.344, meaning that if Testimonials increase by one unit, then Purchase Interest will increase by 0.344 units, assuming other variables remain constant.

Coefficient of Determination (R^2)

The results of the coefficient of determination test can be seen in the table below:

Table 6: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.696 ^a	0.484	0.468	3.450

a. Predictors: (Constant), Testimonials, Digital Advertising, Social Media

b. Dependent Variable: Purchase Interest

Source: Research Results, 2025 (Data Processed)

Based on the table above, the Adjusted R Square coefficient of determination is 0.468. This indicates that the variables Digital Advertising (X_1), Social Media (X_2), and Testimonials (X_3) are able to explain 46.8% of their influence on Purchase Intention (Y). Meanwhile, the remaining 53.2% is influenced by other variables not analyzed in this study.

Simultaneous Hypothesis Testing (F-Test)

The results of the simultaneous hypothesis testing can be seen in the table below:

Table 7: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1028.387	3	342.796	28.807	0.000 ^b
Residual	1094.769	92	11.900		
Total	2123.156	95			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Testimonials, Digital Advertising, Social Media

Source: Research Results, 2025 (Data Processed)

Based on the table above, the F table value is 2.70 at a significance level of $\alpha = 5\%$ (0.05), while the calculated F value is 28.807 with a significance value of 0.000. These results indicate that the calculated $F > F$ table and the significance value is less than 0.05, so H_a is accepted and H_0 is rejected. Thus, it can be concluded that simultaneously

Digital Advertising, Social Media, and Testimonials have a significant effect on Purchase Intention.

Partial Hypothesis Testing (t-Test)

The results of the partial hypothesis testing can be seen in the table below:

Table 8: Results of Partial Coefficients^a Test

Model	Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.398	2.983		0.804	0.424		
	Digital Advertising	0.352	0.092	0.350	3.818	0.000	0.666	1.501
	Social Media	0.464	0.113	0.377	4.107	0.000	0.665	1.503
	Testimonials	0.344	0.090	0.286	3.813	0.000	0.998	1.002

a. Dependent Variable: Purchase Interest

Source: Research Results, 2025 (Data Processed)

Based on the table above, it can be explained that:

1. For the Digital Advertising variable (X_1), the calculated t-value of 3.818 is greater than the t-table (1.987) with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that Digital Advertising has a significant partial effect on Purchase Intention.
2. For the Social Media variable (X_2), the calculated t-value of 4.107 is also greater than the t-table (1.987) with a significance level of 0.000, which is less than 0.05. Therefore, it can be concluded that Social Media has a significant partial effect on Purchase Intention.

3. For the Testimonials variable (X_3), the calculated t-value of 3.813 is greater than the t-table (1.987) with a significance level of 0.000, which is less than 0.05. This indicates that Testimonials have a significant partial effect on Purchase Intention.

Discussion

The results of this study indicate that digital advertising, social media, and testimonials have a significant influence on consumer purchase intention on the Bukalapak e-commerce platform. These findings demonstrate that digital-based marketing strategies play a crucial role in shaping

consumer perceptions, trust, and purchasing decisions in the e-commerce environment. Developments in information and communication technology have driven changes in consumer behavior, leading to an increasing reliance on digital information in product selection. In this context, the effectiveness of digital marketing communications is a key factor influencing consumer purchase intention.

Based on the results of multiple linear regression analysis, digital advertising variables demonstrated a positive and significant influence on consumer purchase intention. This indicates that the better the quality and effectiveness of digital advertising delivered to consumers, the higher their interest in making purchases through the Bukalapak platform. Digital advertising offers advantages in terms of broad reach, the ability to target specific market segments, and more interactive information delivery compared to conventional promotional media (Veleva & Tsvetanova, 2020) ^[34]. Through digital advertising, companies can convey promotional messages more quickly and more relevantly to consumer needs. Furthermore, attractive visual displays, the use of communicative language, and the clear presentation of product information can increase consumer attention and foster interest in the products offered. In the context of e-commerce, digital advertising serves not only as a promotional tool but also as a medium for building brand image and increasing consumer awareness of the platform (Rosário & Raimundo, 2021) ^[24].

The findings of this study also indicate that social media has a significant influence on consumer purchase intention. Social media has developed into a highly effective communication tool in digital marketing activities. Through social media, companies can interact directly with consumers, convey information about products or services, and build closer relationships with their audiences. Social media allows companies to disseminate promotional content widely and quickly, thereby increasing product exposure to potential consumers (Appel *et al.*, 2020) ^[2]. Furthermore, social media provides a space for consumers to actively participate in the marketing communication process, such as through comments, sharing content, and providing feedback on products offered. Interactions on social media can create emotional engagement between consumers and brands, which ultimately can increase consumer purchase intention. In the context of Bukalapak, optimal use of social media can help companies expand their market reach while building stronger relationships with consumers.

In addition to digital advertising and social media, testimonials have also been shown to have a positive and significant influence on consumer purchase intention. Testimonials are a form of marketing communication derived from consumers' direct experiences with a product or service (Sajedikhah *et al.*, 2024) ^[26]. In the e-commerce environment, customer testimonials or reviews are often a primary source of information for potential buyers before they decide to make a purchase. Consumers tend to trust the experiences of other users because they are considered more objective and authentic than promotional messages delivered directly by the company (Busser & Shulga, 2019) ^[4]. Positive testimonials can increase consumer confidence in product quality and seller credibility, thus encouraging purchase interest. Conversely, negative testimonials can raise doubts and reduce consumer trust in the product or platform in question. Therefore, managing customer testimonials is a crucial aspect of digital marketing

strategies, particularly in building consumer reputation and trust in e-commerce platforms.

The results of this study also show that digital advertising, social media, and testimonials simultaneously have a significant influence on consumer purchase intention on the Bukalapak platform. This indicates that these three variables complement each other in shaping consumer perceptions and purchasing decisions. Digital advertising plays a role in attracting consumer attention to the products offered, social media serves as a means of communication and interaction between companies and consumers (Khanom, 2023) ^[16], while customer testimonials provide social proof that can increase consumer trust. The combination of these three factors can create a more positive consumer experience from the information search process to the purchasing decision.

The coefficient of determination in this study indicates that digital advertising, social media, and testimonials explain 46.8% of the influence on consumer purchase intention, with the remainder influenced by other factors not analyzed in this study. This indicates that consumer purchasing behavior in the e-commerce environment is influenced by various complex factors, such as price, product quality, service quality, consumer trust, and platform ease of use. Therefore, companies need to consider these various aspects when designing more comprehensive marketing strategies.

Overall, the results of this study indicate that the success of e-commerce platforms in increasing consumer purchase intention depends heavily on the effectiveness of the digital marketing strategies implemented. Companies need to utilize digital advertising creatively and effectively, optimize social media as a marketing communication tool, and effectively manage customer testimonials to build consumer trust. With an integrated digital marketing strategy, e-commerce platforms like Bukalapak can increase their competitiveness amidst increasingly fierce industry competition and strengthen long-term relationships with consumers.

Conclusion

Based on the results of research conducted on the influence of digital advertising, social media, and testimonials on consumer purchase intention on the Bukalapak e-commerce platform, it can be concluded that these three variables play a significant role in influencing consumer purchase intention. The analysis shows that digital advertising has a significant influence on consumer purchase intention. This suggests that the more effective a company's digital advertising delivery, the greater the likelihood that consumers will be interested and willing to make a purchase on the Bukalapak platform. Furthermore, social media has also been shown to have a significant influence on consumer purchase intention. Social media is a highly effective communication and promotional tool for reaching a wide range of consumers. Through social media, companies can convey information about products, promotions, and various engaging content, thereby increasing consumer engagement. The interaction between companies and consumers through social media can create an emotional connection that ultimately encourages purchase intention. The testimonial variable also shows a significant influence on consumer purchase intention. Testimonials or customer reviews are an important source of information used by consumers when considering purchasing decisions. The experiences of other

consumers shared through testimonials can increase potential buyers' trust in the product and the platform they use. Therefore, the presence of positive testimonials can strengthen consumer confidence in making purchases on e-commerce platforms. Simultaneously, the research results show that digital advertising, social media, and testimonials collectively have a significant influence on consumer purchase intention on the Bukalapak e-commerce platform. This suggests that a digital marketing strategy that integrates these three elements can have a positive impact on increasing consumer purchase intention. Therefore, optimizing the use of digital advertising, effective social media management, and providing credible customer testimonials are important factors in supporting the success of digital marketing strategies on e-commerce platforms. Based on the research findings, several recommendations can be offered for consideration by various parties. For researchers, this study is expected to serve as a starting point and reference source for further research related to the factors influencing consumer purchase intention in the context of digital marketing, particularly on e-commerce platforms like Bukalapak. Future research is expected to expand this study by adding other relevant variables to provide a broader understanding of consumer behavior in the digital commerce environment. For companies, particularly Bukalapak and other digital businesses, the results of this study can be used as a reference in designing more effective and targeted marketing strategies. Companies are expected to improve the quality and creativity of digital advertising delivered to consumers, strengthen communication and user interaction through social media, and manage customer testimonials in a more structured and effective manner.

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