

THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION IN MSMEs IN TANJUNG SARI SUBDISTRICT

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Abstract

This study aims to analyze the effect of social media marketing on consumer purchase intention through consumer interaction in SMEs (Small and Medium Enterprises) in Tanjung Sari Village, Medan Selayang District, Medan City. The research approach used is quantitative with a causal associative method, where social media marketing is the independent variable, consumer purchase intention is the dependent variable, and consumer interaction is the mediating variable. Data were collected through the distribution of questionnaires to 57 respondents who were involved in interaction and purchase of products from SMEs in Tanjung Sari Village. The analysis results using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) indicate that social media marketing has a positive and significant effect on consumer purchase intention and increases consumer interaction with SME products. In addition, consumer interaction was also found to mediate the effect of social media marketing on consumer purchase intention. These findings suggest that SMEs need to improve the management of social media marketing and increase interaction with consumers to drive greater purchase intention and strengthen consumer relationships.

Keywords: *Social Media Marketing, Consumer Purchase Intention, Consumer Interaction*

INTRODUCTION

Social media is a digital platform that allows users to create, share, and receive information quickly, as well as interact directly without limitations of space and time. For MSMEs, social media has become an important medium because it can be used as a marketing tool to introduce products, deliver information, and reach a wider range of consumers at a relatively low cost (Purbohastuti, 2022). The way social media works in the context of MSMEs is through the distribution of promotional content, such as photos, videos, and product information that can be accessed by consumers, followed by interactions in the form of comments and messages. This condition can also be seen among MSMEs in Tanjung Sari Subdistrict, which is known as one of the areas with fairly developed culinary MSME activities. As a culinary center, MSMEs in Tanjung Sari Subdistrict use social media to promote various types of food and beverages to consumers. However, the use of social media has not fully provided a maximum impact on increasing consumer purchase intention.

Tanjung Sari Subdistrict is one of the subdistricts located in Medan Selayang District and is known as an area with a relatively large number of MSMEs, especially in the culinary sector. Various types of food and beverages are sold by MSMEs in this area and have become an attraction for the surrounding community. Its strategic location, which is close to educational areas and densely populated residential areas, should provide a great opportunity for MSMEs to develop. However, in reality, this potential has not been fully utilized optimally, particularly in terms of marketing through social media, so the business development and sales levels of MSMEs remain unstable.

Consumer purchase intention is the main problem faced by MSMEs in Tanjung Sari Subdistrict. Purchase intention reflects consumers' interest and desire to buy the products offered. Based on field conditions, many consumers only view MSME product uploads on social media without placing orders or making purchases. This shows that the promotions carried out have not been able to encourage consumers to continue their interest to the purchasing decision stage, so consumer purchase intention toward MSME products is still relatively low (Fauzan, M., & Rohman, 2020). Social media marketing, as the first independent variable, should be able to serve as a solution in increasing consumer purchase intention. However, the problem occurring among MSMEs in Tanjung Sari

Subdistrict is that social media marketing activities have not been managed in a planned and consistent manner. The promotional content uploaded is still limited, product information is often incomplete, and the appearance of social media accounts has not been able to strongly attract consumers' attention. As a result, the marketing messages delivered through social media have not been effective in influencing consumers' interest in purchasing MSME products (Novliana, S. Z., & Cahyani, 2024). Consumer interaction, as the second independent variable, also remains a problem for MSMEs in Tanjung Sari Subdistrict. The interaction that occurs between MSME owners and consumers through social media is still relatively low. Many consumer questions are not responded to promptly, comments are rarely replied to, and communication still tends to be one-way. This condition causes consumers to feel less noticed and reduces their trust and interest in MSME products, which ultimately affects the low level of purchase intention.

Based on the explanation of the problems in each variable, it can be seen that the problems faced by MSMEs in Tanjung Sari Subdistrict are related to the suboptimal use of social media marketing and the low level of consumer interaction, so consumer purchase intention has not been formed optimally. Consumer interaction, which should function as a link between social media marketing activities and purchase intention, has not been running effectively. This condition indicates the importance of conducting research to analyze the influence of social media marketing on consumer purchase intention through consumer interaction among MSMEs in Tanjung Sari Subdistrict, in order to understand the role of consumer interaction in improving the effectiveness of MSME marketing strategies.

LITERATURE REVIEW

Social Media Marketing

According to Tjiptono and Diana, digital marketing through social media is a company's effort to deliver product information, build communication, and establish relationships with consumers online. Social media enables businesses to interact directly with consumers and convey marketing messages quickly and broadly (Tjiptono, F., & Diana, 2020).

Meanwhile, Kusumawati and Saifudin state that social media marketing is a marketing activity that utilizes social media platforms to promote products or services through engaging, interactive, and easily accessible content for consumers (Kusumawati, A., 2019). Furthermore, Pradiani explains that social media marketing plays an important role for MSMEs because it can increase product visibility, expand market reach, and build business image at a relatively low cost (Pradiani, 2021).

Based on these opinions, it can be concluded that social media marketing is a marketing activity conducted through social media aimed at delivering product information, promoting products, and building online relationships with consumers to increase interest in MSME products.

Consumer Interaction

According to Sari and Nugroho, consumer interaction is a form of two-way communication between businesses and consumers that occurs through digital media, such as comments, messages, and responses to content presented (Sari, M., & Nugroho, 2019).

Rahmawati states that consumer interaction plays an important role in building emotional closeness and trust in a product or business. The better the interaction, the higher the likelihood that consumers will make a purchase (Rahmawati, 2020). Furthermore, Putri and Handayani explain that consumer interaction on social media can strengthen the impact of digital promotions because consumers feel more noticed and directly involved in communication with the business (Putri, R., & Handayani, 2021).

Based on these explanations, it can be concluded that consumer interaction is a reciprocal communication process between MSMEs and consumers through social media, which functions to build closeness, comfort, and consumer trust in the products offered

Consumer Purchase Intention

According to Kotler, as adapted by Firmansyah, purchase intention is the tendency of consumers to be interested in and have the desire to purchase a product after receiving information and conducting consideration (Firmansyah, 2019).

Widodo also states that purchase intention arises as a consumer response to marketing stimuli, such as promotions, product information, and interactions with sellers (Widodo, 2020). Meanwhile, Sudirman *et al.* explain that consumer purchase intention can be influenced by perception of the product, trust, and consumer experience in interacting with businesses, especially through digital media (Sudirman, A., 2021).

Based on these expert opinions, it can be concluded that consumer purchase intention is the desire and interest of consumers to make a purchase after obtaining information, feeling attracted, and being confident in the products offered.

METHOD

This study was conducted on MSMEs in Tanjung Sari Subdistrict, Medan Selayang, over a six-month period from October 2025 to March 2026, covering data collection, questionnaire distribution, data processing, analysis, and conclusion drawing. A quantitative approach was applied, based on positivist philosophy, to test hypotheses using numerical data and statistical analysis. The study employed a causal associative design to examine the influence of social media marketing as the independent variable on consumer purchase intention as the dependent variable, with consumer interaction serving as a mediating variable. The research was explanatory in nature, aiming to clarify cause-and-effect relationships among the variables (Sugiyono, 2020; Sekaran & Bougie, 2020).

The population consisted of consumers who had purchased from and interacted with MSMEs via social media, encompassing 130 MSMEs in the area. A sample of 57 respondents was selected using simple random sampling and Slovin’s formula to ensure representativeness. Data were collected through structured questionnaires based on the indicators of each variable, including social media marketing, consumer interaction, and purchase intention. Analysis was performed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) via SmartPLS software, involving both outer model evaluation to assess validity and reliability, and inner model evaluation to test the relationships among latent variables, including determination coefficients (R²), significance testing via bootstrapping, and mediation analysis to determine direct and indirect effects (Ghozali, 2021)

RESULTS AND DISCUSSION

The study analyzed data from 57 culinary MSME actors in Tanjung Sari, Medan, using Partial Least Squares (PLS) through SmartPLS. The analysis was conducted in two stages: evaluation of the outer model and the inner model. The outer model assessment showed that all indicators used in this study were valid and reliable, confirming that the measurement items appropriately represent their respective constructs. The inner model evaluation further indicated that the independent variables significantly influenced the dependent variable, demonstrating that the research model effectively explains the relationships among variables.

Convergent validity was specifically assessed through outer loadings, where each indicator was considered valid if its loading factor exceeded 0.7. This step ensured that all indicators adequately measured their intended constructs, providing a solid foundation for subsequent structural model analysis and hypothesis testing. The outer loading results confirmed that the constructs of social media marketing, consumer interaction, and purchase intention were appropriately operationalized for the study.

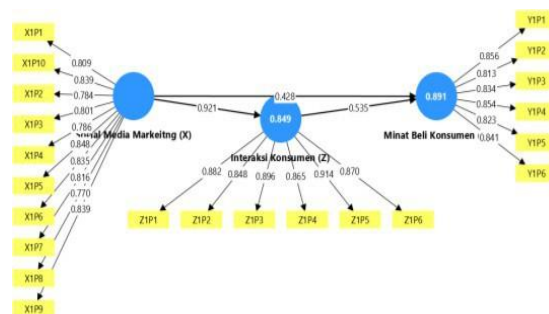


Figure Model Path Validity Test

The validity test of the model path using SmartPLS indicated that all indicators measuring the latent variables had outer loadings greater than 0.7, demonstrating that each indicator is valid in representing its respective construct. This test ensures that the indicators contribute significantly to measuring the intended variables. Therefore, the results confirm that the measurement model (outer model) in this study is reliable and robust in assessing the variables under investigation.

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Indikator	Interaksi Konsumen (Z)	Minat Beli Konsumen (Y)	Social Media Marketing (X)
X1P1			0.809
X1P10			0.839
X1P2			0.784
X1P3			0.801
X1P4			0.786
X1P5			0.848
X1P7			0.835
X1P8			0.770
X1P9			0.839
Y1P1		0.856	
Y1P2		0.813	
Y1P3		0.834	
Y1P4		0.854	
Y1P5		0.823	
Z1P1	0.882		
Z1P2	0.848		
Z1P3	0.896		
Z1P4	0.865		
Z1P5	0.914		
Z1P6	0.870		

Table Result Validity Test

The outer loadings matrix results indicate that the indicators used in this study exhibit strong validity in measuring each latent variable. For the Consumer Interaction variable (Z), outer loadings ranged from 0.770 to 0.848, demonstrating significant relationships between the indicators and the construct. Similarly, for Consumer Purchase Intention (Y), indicators had outer loadings between 0.823 and 0.856, confirming their validity in representing the construct. For Social Media Marketing (X), outer loadings ranged from 0.848 to 0.914, indicating very strong associations with the variable. Overall, all indicators in the model show good validity, confirming that the measurement model (outer model) is reliable for analyzing relationships among variables.

Reliability testing further supports these findings. Composite Reliability (CR) and Cronbach's Alpha values greater than 0.7 indicate that the constructs are internally consistent, meaning the indicators reliably measure the same concept. Discriminant validity was also assessed using the Average Variance Extracted (AVE), where values above 0.50 demonstrate that the constructs are distinct and the indicators explain more than 50% of the variance in their respective constructs. Together, these tests confirm that the measurement model is both valid and reliable, providing a solid basis for subsequent structural analysis.

Konstruk	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Interaksi Konsumen (Z)	0.941	0.942	0.953	0.773
Minat Beli Konsumen (Y)	0.915	0.915	0.934	0.701
Social Media Marketing (X)	0.943	0.945	0.951	0.661

Table Result Reliability Test

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Reliability analysis showed that all constructs in the model had Cronbach’s Alpha and Composite Reliability values above 0.7, indicating that the indicators consistently and reliably measure their respective variables. Discriminant validity, assessed through the Average Variance Extracted (AVE), demonstrated that all constructs had AVE values above 0.5, meaning each construct effectively explains the variance of its indicators. Overall, these results confirm that the measurement model is both valid and reliable, providing a solid foundation for further structural analysis.

The coefficient of determination (R-squared)

The coefficient of determination (R-squared) was used to evaluate how well the independent variables explain variations in the dependent variable. R-squared values range from 0 to 1, where values closer to 1 indicate that the model effectively accounts for the variability in the data, while lower values suggest limited explanatory power. Thus, R-squared serves as an important indicator of the strength of the relationships among variables within the model.

Konstruk	R-squared	R-squared Adjusted
Interaksi Konsumen (Z)	0.849	0.846
Minat Beli Konsumen (Y)	0.891	0.887

Table coefficient of determination (R-squared)

The coefficient of determination (R-squared) indicated that 89.1% of the variation in Consumer Purchase Intention (Y) can be explained by the independent variables in the model. The adjusted R-squared value of 0.887, slightly lower, still demonstrates that the model provides a strong explanation of data variability, confirming its suitability for analyzing the relationships among the variables.

T-Test

Hypothesis testing was conducted using both F-tests and t-tests. The F-test assessed the overall significance of the model, determining whether the independent variables collectively influence the dependent variable, with a p-value less than 0.05 indicating a significant model. The t-test evaluated the individual effect of each independent variable on the dependent variable, where a p-value below 0.05 indicates that the variable has a significant influence on Consumer Purchase Intention within the regression model.

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Interaksi Konsumen (Z) → Minat Beli Konsumen (Y)	0.535	0.523	0.162	3.295	0.001
Social Media Marketing (X) → Interaksi Konsumen (Z)	0.921	0.919	0.032	28.345	0.000
Social Media Marketing (X) → Minat Beli Konsumen (Y)	0.428	0.439	0.160	2.669	0.008

Table T-Test

Table T-Test presents the path coefficients for the research model. The Original Sample (O) values indicate the strength of the relationships between variables. All tested relationships showed p-values below 0.05, indicating statistical significance. Specifically, the effect of Consumer Interaction (Z) on Consumer Purchase Intention (Y) had a t-statistic of 3.295 with a p-value of 0.001, confirming a significant influence. The relationship between Social Media Marketing (X) and Consumer Interaction (Z) exhibited a t-statistic of 28.345 and a p-value of 0.000, demonstrating a very strong effect. Finally, Social Media Marketing (X) also significantly influenced Consumer Purchase Intention (Y), with a t-statistic of 2.669 and a p-value of 0.008.

F-Test

The F-test was conducted to evaluate the overall explanatory power of the model for the dependent variable. In a structural or regression model, the F-test examines whether all regression coefficients are equal to zero, indicating no significant effect from independent variables. A p-value below 0.05 confirms that the model as a whole significantly influences the dependent variable, demonstrating that the independent variables collectively explain the variability in Consumer Purchase Intention.

Model Fit	Saturated Model	Estimated Model
SRMR	0.070	0.070
d_ ULS	1.257	1.257
d_ G	0.85	0.85
Chi-square	10.5	10.5
NFI	0,90	0,91

Table F-Test

Research Results and Discussion

Effect of Social Media Marketing on Consumer Purchase Intention

The results of the study indicate that Social Media Marketing (X) has a positive and significant effect on Consumer Purchase Intention (Y), with a t-statistic of 2.669 (>1.96) and a p-value of 0.008 (<0.05). This means that better implementation of social media marketing strategies increases consumers' interest in purchasing products, enhances brand awareness, and encourages actual purchases. These findings align with Winda *et al.* (2023), who reported that social media marketing can increase consumer interaction with brands, expand market reach, and stimulate purchases through platform features. Fitriani (2023) also found that social media utilization improves product visibility and attracts more consumers to engage with and buy products.

The Effect of Social Media Marketing on Consumer Interaction

The study further shows that Social Media Marketing (X) has a very strong positive effect on Consumer Interaction (Z), with a t-statistic of 28.345 and a p-value of 0.000. This demonstrates that social media marketing strategies significantly enhance consumers' engagement with products or brands. According to Rahayu and Sari (2023), marketing through platforms such as Instagram and Facebook directly increases consumer-company interaction, allowing consumers to provide feedback, ask questions, and engage with the brand, which strengthens the relationship between the company and its customers.

The Effect of Consumer Interaction on Consumer Purchase Intention

Consumer Interaction (Z) also has a positive and significant effect on Consumer Purchase Intention (Y), with a t-statistic of 3.295 (>1.96) and a p-value of 0.001. Higher levels of interaction between consumers and the company across various platforms increase consumers' intention to purchase. Dewi and Putra (2023) support this finding, noting that active interaction via digital platforms enhances consumer trust, strengthens brand loyalty, and encourages purchases. This aligns with the idea that active engagement creates a more personal and deeper consumer-brand relationship, thereby boosting purchase intention.

The Effect of Social Media Marketing on Consumer Purchase Intention through Consumer Interaction

Based on the F-test, the regression model confirms that Social Media Marketing significantly affects Consumer Purchase Intention through Consumer Interaction. The F-test significance is below 0.05, indicating that the overall model has a meaningful effect. Achmed Fauzy et al. (2024) also reported that social media marketing, especially on Instagram, significantly influences purchase intention by increasing consumer interaction with brands. Effective Social Media Marketing strategies expand market reach and encourage consumers to purchase the offered products or services.

CONCLUSION

Based on the research findings and discussion, the conclusions can be drawn as follows:

1. Social Media Marketing has a positive and significant effect on Consumer Purchase Intention. This means that the better the implementation of social media marketing strategies, the higher the consumers' purchase intention.
2. Social Media Marketing also has a positive and significant effect on Consumer Interaction. This indicates that effective social media marketing can increase consumer engagement with the brand.
3. Consumer Interaction has a positive and significant effect on Consumer Purchase Intention. The more intensive the interaction between consumers and the brand, the higher the consumers' purchase intention.
4. Simultaneously, Social Media Marketing influences Consumer Purchase Intention through Consumer Interaction. This shows that Consumer Interaction strengthens the effect of Social Media Marketing on Consumer Purchase Intention.

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