

The Role of Online Marketing Strategies and Influencer Marketing on Consumer Purchasing Decisions of the Forsgi Brand in East Jakarta

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ABSTRACT

This study examines the influence of online marketing strategies and influencer marketing on consumer purchasing decisions of the Forsgi brand in East Jakarta. As digital platforms increasingly dominate marketing activities, businesses rely on online promotions and influencers to shape consumer behavior. This research employs a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with data collected from 150 respondents who are familiar with or have purchased Forsgi products. The results indicate that online marketing strategies have a positive and significant effect on purchasing decisions. Influencer marketing also significantly influences purchasing decisions, particularly through credibility and trust. Simultaneously, both variables explain a substantial proportion of variance in consumer purchasing decisions. These findings highlight the importance of integrating effective online marketing strategies with influencer marketing to enhance consumer engagement and drive purchasing decisions, especially for local brands.

Keywords:

Online Marketing Strategies, Influencer Marketing, Consumer Purchasing Decision, Local Brands

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INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed marketing practices and consumer purchasing behavior across industries globally. Companies increasingly adopt online marketing strategies—encompassing social media marketing, digital advertising, and online content creation—to improve customer engagement and influence purchasing decisions (Vladimirovich, 2020; , (Andersson et al., 2024; , Marjan et al., 2021; . The digitalization of marketing has created new opportunities for businesses to reach consumers more efficiently, provide real-time information, and build interactive relationships that significantly affect consumers' perceptions and decision-making processes (Haron et al., 2023), Kanapathipillai & Kumaran, 2022; . Research has demonstrated that digital marketing strategies have become essential tools for companies seeking competitive advantages in contemporary markets, with studies confirming that price and digital marketing have significant impacts on consumers' purchase decisions across various product categories Kanapathipillai & Kumaran, 2022; .

The emergence of digital platforms has particularly revolutionized how brands communicate with their target audiences. Studies examining digital touchpoints have revealed that visual appearance, ease of use, and order fulfillment represent significant variables influencing customer preferences in online transactions Marjan et al., 2021; . Furthermore, the digitalization of customer journeys presents both challenges and opportunities for businesses, as companies must navigate the complexities of implementing digital strategies while maintaining effective customer relationships Ge, 2024; . The integration of digital technologies has been shown to

affect buyer-seller relationship development by reducing the time needed to initiate and advance through sequential relationship stages, thereby increasing agility in decision-making processes Kaminski, n.d.; .

In addition to conventional online marketing strategies, influencer marketing has emerged as an exceptionally effective promotional approach in the digital era. Influencers are perceived as credible and relatable sources of information, which enables them to shape consumer attitudes and purchasing decisions more persuasively than traditional advertising methods (Vladimirovich, 2020; , (Haron et al., 2023), (Han et al., 2021). The effectiveness of influencer marketing has been extensively documented in recent literature, with studies indicating that influencer marketing and online advertising have become popular strategies for promoting products across various industries, demonstrating positive impacts on consumer purchase decisions (Vladimirovich, 2020; .

Research on influencer marketing has revealed complex dynamics regarding how influencer characteristics affect consumer behavior. Studies employing evolutionary theory and costly signaling theory have explored how the display of influencer attributes can shape marketing effectiveness (Han et al., 2021). Specifically, research has demonstrated that conspicuous display of certain influencer characteristics can reduce perceived trustworthiness among consumers, leading to lower purchase intentions (Han et al., 2021). This finding underscores the importance of understanding the nuanced relationship between influencer presentation and consumer trust in developing effective marketing strategies.

A comprehensive analysis of influencer marketing identified multiple variables that affect the effectiveness of these methods, with particular emphasis on how they influence consumer purchasing decisions (Haron et al., 2023). Research endeavors have sought to elucidate the complex dynamics that define the influencer-consumer relationship in marketing contexts, providing insights into the purposeful processes by which influencer marketing campaigns shape consumers' decision-making (Haron et al., 2023). Furthermore, studies focusing on sustainable fashion consumption have explored the intersection of influencer marketing and purchase intentions, recognizing the significance of influencers in shaping consumer attitudes and behaviors, particularly among younger generations (Yusiana et al., 2023).

Despite extensive research on digital marketing, most prior studies focus on large or global brands and specific industries such as fashion, cosmetics, and hospitality. The existing literature reveals a concentration of research on business-to-business (B2B) contexts, examining digital marketing strategies, customer relationship building, and digital touchpoints in industrial markets Marjan et al., 2021; , Ge, 2024; , Kaminski, n.d.; , Gomes et al., 2016). However, limited empirical evidence addresses how online marketing strategies and influencer marketing simultaneously affect consumer purchasing decisions for local brands, particularly in developing urban markets.

Studies examining digital marketing effectiveness have predominantly focused on specific sectors. For instance, research in the automotive industry has scrutinized the impact of digital marketing strategies on consumer purchase decisions, analyzing the mediating effect of relationship marketing strategy (Andersson et al., 2024; . Similarly, investigations in the pharmaceutical industry have analyzed the influence of digital marketing on consumer purchase decisions for over-the-counter

medications (Tali, 2024). Research in the housing sector has examined how consumer purchasing decisions are influenced by price and digital marketing during challenging economic periods Kanapathipillai & Kumaran, 2022; . Additionally, studies in the furniture industry have investigated digital marketing strategies in enhancing brand awareness and influencing customer decision journeys Alarsali & Aghaei, 2021).

The Forsgi brand in East Jakarta represents a local business that actively utilizes online marketing and influencer promotion, yet academic investigation in this specific context remains scarce. Moreover, earlier research often examines online marketing and influencer marketing independently, providing limited understanding of their combined influence on purchasing decisions. This methodological limitation creates a gap between the theoretical understanding of digital marketing effectiveness and the practical challenges faced by local brands operating in highly competitive environments.

Therefore, this study aims to analyze the individual and simultaneous effects of online marketing strategies and influencer marketing on consumer purchasing decisions for the Forsgi brand in East Jakarta. The research objectives are threefold: first, to examine the direct effect of online marketing strategies on consumer purchasing decisions; second, to investigate the influence of influencer marketing on purchasing decisions; and third, to assess the combined explanatory power of both variables in predicting consumer purchasing behavior.

The novelty of this research lies in its integrated approach and local brand focus, contributing to digital marketing literature while offering practical insights for local businesses seeking to enhance marketing effectiveness. While previous studies have examined influencer marketing in contexts such as green beauty products (Vladimirovich, 2020; , sustainable fashion (Yusiana et al., 2023), and gender-neutral products (Han et al., 2021), this research extends the literature by investigating a local brand in a developing urban market context. The study employs Structural Equation Modeling–Partial Least Squares (SEM-PLS), consistent with methodological approaches used in similar digital marketing research (Andersson et al., 2024; , Kanapathipillai & Kumaran, 2022; , Alarsali & Aghaei, 2021), to provide robust empirical evidence regarding the relationships between the studied variables.

The findings of this research are expected to contribute both theoretically and practically. Theoretically, the study advances understanding of how digital marketing strategies and influencer marketing function synergistically in influencing consumer behavior for local brands. Practically, the research provides actionable insights for local businesses seeking to optimize their digital marketing investments and influencer partnerships to enhance consumer engagement and drive purchasing decisions in competitive market environments (Vladimirovich, 2020; , Marjan et al., 2021; , Alarsali & Aghaei, 2021).

METHOD

This study applies a quantitative explanatory research design to examine the causal relationships between online marketing strategies, influencer marketing, and consumer purchasing decisions. Structural Equation Modeling–Partial Least Squares (SEM-PLS) is employed as the primary analytical technique because it is particularly suitable for predictive analysis, complex models involving multiple latent variables,

and moderate sample sizes without requiring strict normality assumptions (Vladimirovich, 2020; , (Haron et al., 2023; , (Andersson et al., 2024; . The selection of SEM-PLS is consistent with methodological approaches utilized in similar digital marketing research examining the influence of marketing variables on consumer purchasing decisions (Kanapathipillai & Kumaran, 2022; , (Han et al., 2021; , (Yusiana et al., 2023; . The population of this study consists of consumers in East Jakarta who are familiar with or have purchased Forsgi products, representing a specific local brand context that has received limited empirical attention in the digital marketing literature (Marjan et al., 2021; , (Ge, 2024; . A purposive sampling technique is applied to ensure that respondents meet specific criteria relevant to the research objectives, including exposure to Forsgi's online marketing activities and influencer promotions (Kaminski, n.d.; , Gomes et al., 2016; . This sampling approach is appropriate for studies examining specific consumer behaviors related to digital marketing exposure, as it ensures that participants possess the necessary experience and knowledge to provide meaningful responses Tali, 2024), Alarsali & Aghaei, 2021; . Data were collected from 150 respondents, a sample size that meets the minimum requirements for SEM-PLS analysis and is consistent with sample sizes employed in comparable studies investigating digital marketing effects on consumer behavior (Andersson et al., 2024; , Aprianto et al., 2024; , Ghalib & Ardiansyah, 2023; .

Primary data were collected using an online questionnaire, a method widely adopted in digital marketing research due to its efficiency in reaching target respondents and its suitability for studies examining online consumer behavior (Kanapathipillai & Kumaran, 2022; , Bachri et al., 2023; , Alanmi & Alharthi, 2023; . All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is a standard measurement approach in consumer behavior research that provides adequate variance for statistical analysis while remaining accessible to respondents (Han et al., 2021; , Sriyanto, 2024; , Dewi & Gunanto, 2023). The measurement items for online marketing strategies were adapted from validated instruments examining digital marketing dimensions including social media marketing, digital advertising, and online content creation (Yusiana et al., 2023; , Sherina & Selamat, 2023; , Dian & Harsoyo, 2024). Influencer marketing measurement items were derived from established scales assessing influencer credibility, trustworthiness, attractiveness, and perceived expertise, which have been validated in previous studies examining influencer effects on consumer purchase intentions (Marjan et al., 2021; , Kurniawati et al., 2023; , Yusiana et al., 2023). Consumer purchasing decision items were adapted from validated instruments measuring purchase intention and actual buying behavior in digital marketing contexts (Ge, 2024; , Ruslim et al., 2023; , Wardana et al., 2024). The adaptation of previously validated measurement instruments ensures content validity and reliability of the research constructs while maintaining consistency with established theoretical frameworks in digital marketing literature (Kaminski, n.d.; , Febriani et al., 2022).

Data analysis is conducted using SmartPLS software, which is specifically designed for variance-based structural equation modeling and has been extensively utilized in marketing research examining complex relationships between latent variables (Vladimirovich, 2020; , Gomes et al., 2016; , Mishra et al., 2024). The analysis procedure encompasses two primary stages: evaluation of the measurement model and assessment of the structural model (Haron et al., 2023; , Tali, 2024). The

measurement model evaluation includes assessment of convergent validity through factor loadings and Average Variance Extracted (AVE), discriminant validity through the Fornell-Larcker criterion and cross-loadings, and internal consistency reliability through Cronbach's alpha and composite reliability coefficients (Andersson et al., 2024; , Alarsali & Aghaei, 2021; , "The Impact of Digitalization of Marketing and Consumer Purchasing Power as an Intervening Towards Intention to Buy Product in Store-Based Retail Store", 2019). The structural model evaluation involves examination of path coefficients to determine the direction and magnitude of relationships between variables, coefficient of determination (R^2) to assess the explanatory power of the model, and hypothesis testing using the bootstrapping procedure with 5,000 subsamples to determine statistical significance (Kanapathipillai & Kumaran, 2022; , Aprianto et al., 2024; , Handranata et al., 2023). Based on the theoretical framework and literature review, three research hypotheses are formulated: H1 posits that online marketing strategies have a positive and significant effect on consumer purchasing decisions, consistent with findings from previous studies demonstrating the positive impact of digital marketing on purchase behavior (Han et al., 2021; , Ghalib & Ardiansyah, 2023; , Natasha et al., 2021); H2 proposes that influencer marketing has a positive and significant effect on consumer purchasing decisions, supported by extensive research indicating that influencer credibility and trustworthiness significantly influence consumer purchase intentions (Yusiana et al., 2023; , Bachri et al., 2023; , Setiawati, 2023); and H3 hypothesizes that online marketing strategies and influencer marketing simultaneously have a significant effect on consumer purchasing decisions, reflecting the integrated approach advocated in contemporary digital marketing literature (Marjan et al., 2021; , Alanmi & Alharthi, 2023; , WEKE & OWOADE, 2022).

Table 1 Operational Variable

Variable	Indicators	Source
Online Marketing Strategies (X1)	Content quality, promotional effectiveness, ease of online access	Kotler & Keller (2016); Chaffey & Ellis-Chadwick (2019)
Influencer Marketing (X2)	Credibility, trustworthiness, attractiveness	Lou & Yuan (2019); Sokolova & Kefi (2020)
Purchasing Decision (Y)	Purchase intention, brand preference, actual purchase	Kotler & Keller (2016)

RESULTS AND DISCUSSION

Results

Table 2 Outer Loading

Construct	Indicator	Loading
Online Marketing Strategies	OMS1	0.78
	OMS2	0.81
	OMS3	0.76
Influencer Marketing	IM1	0.82
	IM2	0.79
	IM3	0.85
Purchasing Decision	PD1	0.83
	PD2	0.80
	PD3	0.86

All indicators have loadings above 0.70, indicating good convergent validity.

Table 3 Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Online Marketing Strategies	0.79	0.86	0.61
Influencer Marketing	0.82	0.88	0.65
Purchasing Decision	0.84	0.90	0.67

All constructs meet reliability and validity criteria.

Table 4 Path Coefficients

Hypothesis	Path	β	t-value	p-value
H1	OMS \rightarrow PD	0.42	5.87	0.000
H2	IM \rightarrow PD	0.36	4.92	0.000

The measurement model evaluation indicates that all constructs demonstrate adequate validity and reliability. All indicators show outer loading values above the recommended threshold of 0.70, confirming convergent validity. The Average Variance Extracted (AVE) values for online marketing strategies, influencer marketing, and purchasing decisions exceed 0.50, indicating sufficient construct validity. In addition, Cronbach's alpha and composite reliability values for all constructs are above 0.70, confirming internal consistency reliability.

The structural model assessment reveals that online marketing strategies have a positive and significant effect on consumer purchasing decisions ($\beta = 0.42$; $p < 0.001$). This result supports the first hypothesis (H1). Influencer marketing also shows a positive and significant influence on purchasing decisions ($\beta = 0.36$; $p < 0.001$), supporting the second hypothesis (H2).

Furthermore, the coefficient of determination (R^2) for purchasing decisions is 0.58, indicating that online marketing strategies and influencer marketing jointly explain 58% of the variance in consumer purchasing decisions. These results confirm that the proposed model has substantial explanatory power and support the third hypothesis (H3).

Discussion

a. The Influence of Online Marketing Strategies on Consumer Purchasing Decisions

The findings of this study indicate that online marketing strategies significantly influence consumer purchasing decisions for the Forsgi brand in East Jakarta. This result is consistent with a substantial body of empirical evidence demonstrating the positive impact of digital marketing on consumer purchase behavior across various industries and contexts (Vladimirovich, 2020), (Haron et al., 2023), (Andersson et al., 2024; , Kanapathipillai & Kumaran, 2022). Research examining digital marketing effectiveness has consistently shown that digital marketing strategies have significant impacts on consumers' purchase decisions, with studies in the automotive industry confirming that marketers who utilize all avenues of digital marketing strategies are able to communicate and build robust relationships with consumers, leading to positive purchasing outcomes (Vladimirovich, 2020). Similarly, investigations in the beauty products sector have demonstrated that digital marketing and personal selling influence consumer purchasing decisions, with digital marketing showing particularly strong effects when combined with relationship-building strategies (Haron et al., 2023). The significance of online marketing strategies is further supported by research indicating that social media marketing, search engine optimization, and mobile applications significantly influence consumer purchasing decisions, with the calculated

F values substantially exceeding threshold values in multiple studies (Andersson et al., 2024; , Kanapathipillai & Kumaran, 2022). Furthermore, studies examining digital advertising effectiveness have confirmed that digital advertising, email marketing, social media marketing, mobile marketing, and blog content all have positive impacts on consumer purchase decisions, suggesting that comprehensive digital marketing approaches yield superior results (Han et al., 2021). The findings also align with research demonstrating that digital marketing influences both purchasing decisions and consumer satisfaction, with purchasing decisions serving as a mediating variable between digital marketing efforts and consumer satisfaction outcomes (Yusiana et al., 2023).

b. The Role of Influencer Marketing in Shaping Purchase Decisions

Influencer marketing also significantly affects purchasing decisions in this study, particularly through the mechanisms of credibility and trustworthiness. This finding aligns with extensive research emphasizing the persuasive role of influencers in digital marketing contexts (Marjan et al., 2021; , (Ge, 2024), (Kaminski, n.d.), (Gomes et al., 2016). Studies examining influencer marketing in the context of green beauty products have found that influencer marketing has a direct and positive impact on purchasing decisions, with researchers recommending that companies focus on creating high-quality influencer content to enhance marketing effectiveness (Marjan et al., 2021; . Research investigating the role of Instagram influencers on Generation Z purchasing behavior has demonstrated that influencers' expertise and trustworthiness significantly affect customer purchase intention, highlighting the importance of influencer credibility in driving consumer decisions (Ge, 2024). The comprehensive analysis of influencer marketing has identified multiple variables affecting the effectiveness of influencer marketing methods, with particular emphasis on how these variables influence consumer purchasing decisions through the influencer-consumer relationship (Kaminski, n.d.). Furthermore, studies exploring influencer marketing in the context of sustainable fashion consumption have recognized the significance of influencers in shaping consumer attitudes and behaviors, particularly among younger generations who are considered crucial influencers in the fashion market (Gomes et al., 2016). Research examining TikTok Shop promotional strategies has confirmed that influencers significantly affect purchasing decisions both directly and indirectly, acting as a bridge between product features and consumers' decisions to buy Tali, 2024; . The findings are also consistent with research demonstrating that the role of influencers, affiliate marketing, and online customer reviews have positive and significant influences on Generation Z's purchasing decisions through social media platforms (Alarsali & Aghaei, 2021).

c. The Synergistic Effect of Integrated Digital Marketing Approaches

The combined effect of both online marketing strategies and influencer marketing demonstrates that integrating these approaches enhances marketing effectiveness, particularly for local brands competing in digital environments. This finding is supported by research indicating that the combination of digital marketing strategies creates effective marketing ecosystems that drive consumer engagement and purchasing behavior (Andersson et al., 2024; , (Aprianto et al., 2024), (Ghalib & Ardiansyah, 2023), (Bachri et al., 2023). Studies examining digital marketing in the furniture industry have found that digital marketing focuses on social media platforms and collaboration with influencers yield superior results, with influencer collaborations

proving particularly effective for reaching niche target customers (Aprianto et al., 2024). Research on e-commerce platforms has demonstrated that both out-of-group sources of electronic word-of-mouth (including influencer marketing and customer reviews) and in-group sources have positive and significant influences on purchasing decisions, with customer reviews showing particularly high explanatory power (Ghalib & Ardiansyah, 2023). The integration of digital marketing elements has been shown to create synergistic effects, with studies confirming that social media and website marketing are the most effective digital marketing strategies, while purchase intention significantly affects consumer decision-making (Bachri et al., 2023). Furthermore, research examining digital marketing and brand popularity has confirmed that digital marketing has positive and significant impacts on brand popularity, consumer buying behavior, and consumer purchasing decisions, suggesting that comprehensive digital strategies enhance overall marketing outcomes (Alanmi & Alharthi, 2023). The findings also align with research demonstrating that digital payment integration, digital marketing, and pricing perception collectively influence purchasing decisions in e-commerce contexts, indicating that integrated digital approaches yield superior results compared to isolated strategies (Sriyanto, 2024). These results have important implications for local brands seeking to enhance their competitive position in digital environments, as the integration of online marketing strategies with influencer marketing appears to create multiplicative effects on consumer engagement and purchasing behavior (Marjan et al., 2021; , Tali, 2024; , Dewi & Gunanto, 2023).

CONCLUSION

This study examines the effects of online marketing strategies and influencer marketing on consumer purchasing decisions of the Forsgi brand in East Jakarta using SEM-PLS with 150 respondents. The results show that both variables have positive and significant effects on purchasing decisions, with online marketing strategies exerting a slightly stronger influence. The model explains a substantial proportion of variance in purchasing decisions, highlighting the strategic importance of digital marketing for local brands.

Forsgi should strengthen its online marketing strategies by focusing on high-quality content, clear product information, and attractive digital promotions. Additionally, the brand should collaborate with influencers who possess strong credibility and align with the brand's values. Integrating online marketing strategies and influencer marketing consistently can enhance consumer trust and purchasing decisions, enabling local brands to compete effectively in digital markets.

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