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The Influence Of Social Media Promotion And Personal Selling On Consumer Purchasing Decisions In The Omni-Channel Marketing Concept (Case Study On Dandist)

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Abstract

Omni-Channel marketing emerged as a result of the customer shift from a single-channel to a cross-channel purchasing pattern, which occurred due to advances in digital technology. This marketing concept focuses on the consistency and continuity of the consumer experience across various contacts, both online and offline (Verhoef et al., 2015). However, there is still limited empirical research that combines both variables, namely social media promotion and personal selling in an omni-channel context and evaluates the effectiveness of these variables on consumer purchasing decisions. The respondents of this study were 130 DanDist consumers domiciled in Bayalangu, Gegesik, and Jagapura. This study used a quantitative approach with a descriptive method with SEM-PLS analysis. The results showed that although customers aged 15 to 25 years old actively use the internet, personal selling factors still dominate purchasing decisions.

Keywords : Omni-Channel Marketing, Social Media Promotion, Personal Selling

INTRODUCTION

Omni-Channel marketing emerged as a result of the customer shift from single-buying patterns to cross-channel purchasing, which occurred due to advances in digital technology. This marketing concept focuses on the consistency and continuity of the consumer experience across various contacts, both online and offline (Verhoef et al., 2015). The internet penetration rate in Indonesia in 2024 reached 79.5% (Association of Indonesian Internet Service Providers, 2024). This shows a significant opportunity for business actors in optimizing strategies in social media promotions and e-commerce

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platforms, namely Shopee. Supported by data from the Central Statistics Agency of Cirebon Regency, 2023, the trade and micro-small business sectors experienced significant growth, especially in the beauty sector.

A study conducted by (Herianto & Hidayat, 2020) shows that promotions through social media have a positive and significant influence on consumer purchasing decisions at startup companies in Bandung. In the promotion mix, personal selling remains relevant because it allows direct interaction between sellers and potential buyers to build relationships and influence consumer purchasing decisions (Kotler & Keller, 2016). However, there is still limited empirical research that combines both variables between social media promotions and personal selling in an omni-channel context and evaluates the effectiveness of these variables on consumer purchasing decisions. Thus, this research is important so that small businesses such as DanDist can understand how these two promotional approaches synergize in an omni-channel environment and how they influence consumer purchasing decisions.

LITERATURE REVIEW

DanDist is a small business operating in the beauty retail sector since 2023. The name of the DanDist MSME brand is derived from the Javanese word "Dandan Disit," which means "Groom Yourself First." DanDist launched an omni-channel promotional strategy in February 2025, delivering messages through two social media channels: WhatsApp, Instagram, and Facebook, as well as personal selling every Sunday morning at a traditional market in Jagapura Village, Gegesik District, Cirebon Regency, West Java. However, as a small business owner, DanDist is not yet confident in the efficiency of the omni-channel strategy, especially for products that are less popular with consumers.

The concept of omni-channel promotion is one of the results of the development of combining two individual units into a single entity with consistent steps and aligned goals. Omni-channel marketing theory emphasizes integration and consistency between marketing channels to create a continuous and integrated customer experience. According to (Verhoef et al., 2015), the omni-channel marketing concept is part of the evolution of multi-channel marketing that focuses on cross-channel coordination. The success of this marketing strategy depends on the company's ability to deliver relevant, consistent, and personalized messages at every point (Kotler & Keller, 2016). Thus, the transition between channels feels natural, building trust and increasing the likelihood of repeat purchases.

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Social Media Promotion

Promotion is a component of marketing communications aimed at providing information, persuading, and reminding consumers and potential consumers about products or services (Kotler & Keller, 2016). With the advancement of technology, the concept of promotion is increasingly evolving. Social Media Promotion in this study is based on the Electronic Word of Mouth theory developed by (Hennig-Thurau et al., 2004), which emphasizes that consumer recommendations and experiences shared on social media influence the purchase intentions of other users. This theory has the power to create trust and credibility in a brand. For small businesses like DanDist, reviews or testimonial responses from consumers on social media function as indirect promotion. Supported by (Kelman, 1958) in his theory states that a person's behavior is influenced by social norms, approval, and identification with certain groups. In this case, it can be said that friends can also play a role in purchasing decisions. (Davis, 1989) states that the Technology Acceptance Model (TAM) is a theoretical concept that explains that consumer acceptance of technology is influenced by, among other things, ease of access.

Social media promotion utilizes features on social platforms to reach consumers and potential consumers, build interactions, and encourage purchasing decisions (Trunfio & Rossi, 2021). Social media serves as the primary channel for reaching digital consumers, increasing brand awareness, and facilitating two-way interaction between companies and customers. This is in line with (Mafiana, 2025), who stated that the effectiveness of social media promotion is determined by four main indicators: content consistency, interactivity, accessibility, and informativeness. In the context of DanDist, the use of WhatsApp, Instagram, and Facebook platforms is not only a medium for promotion but also a bridge to the offline purchasing experience. When the message conveyed on these media aligns with direct service (personal selling), consumers feel confident and encouraged to purchase.

In the Omni-Channel concept, social media promotion has several indicators based on literature, namely:

1. Content Consistency
   Consistency of messages and information between posts and information on other channels.
2. Interaction Activities
   The intensity of two-way dialogue in the form of comments, Direct Messages, and the ability of content to encourage participation
3. Accessibility

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Ease of finding information and the ability of consumers to switch channels such as links, buy buttons and official DanDist contacts.

4. Information Quality
   Relevance, completeness and usefulness of the information presented

Personal Selling

According to (Kotler & Keller, 2016) personal selling is defined as direct communication between salespeople and potential customers with the aim of influencing purchasing decisions. In the Omni-Channel concept, personal selling is no longer an individual, but rather becomes part of an integrated communication system that strengthens promotional messages. In line with (Andhy & Safina, 2025) who found that personal selling indirectly influences purchasing decisions through brand loyalty and perceived quality. This means that personal selling is not only a sales tool but also a medium to ensure consumers receive the same message as seen on social media. The operational indicators of personal selling in the Omni-Channel concept are relatively the same as personal selling in the individual concept, including: Communication Skills, Product Knowledge, Empathy and Solution Suitability, Follow-Up Speed, Closing and Follow-Through Ability.

In a study entitled "Effects of Sales-Related Capabilities of Personal Selling Organizations on Individual Sales Capability, Sales Behaviors, and Sales Performance in Cosmetics Personal Selling Channels," (Yi et al., 2021) found that an organization's ability to perform personal selling-related activities, such as providing training and managing sales staff, significantly improves the individual capabilities of salespeople. These capabilities then influence sales behavior and performance, ultimately leading to better purchasing decisions for customers. Product knowledge, communication skills, and the ability to build long-term relationships with customers are all necessary factors for effective personal selling (Yi et al., 2021).

Buying decision

Purchasing decisions are a process of selecting products or services by consumers through the stages of need recognition to alternative evaluation (Kotler & Keller, 2016). (Kotler & Keller, 2016) also explain that purchasing decisions are the end result of complex psychological and social processes. (Howard & Sheth, 1969) initiated a Consumer Decision Process Model theory that describes how consumers make purchasing decisions based on a combination of psychological and social factors.

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Understanding consumer psychology is considered effective in creating efficient marketing strategies (Damayanti et al., 2025). Social perception also supports in increasing consumer interest in purchasing products (Kartawinata et al., 2025). Indicators in purchasing decisions put forward by several experts: Need recognition, Information search, Post-purchase behavior.

Various studies on contemporary marketing show that the combination of digital and conventional channels enhances purchase intentions and the shopping experience. In their study on the role of technology in omnichannel sales, (Thaichon et al., 2024) found that when customers can easily switch channels, such as seamlessly switching from social media to a physical store or e-commerce platform, they tend to be more satisfied. This comprehensive shopping experience enhances customers' perceived value and their trust in the brand. Similarly, research (Mofokeng, 2021) emphasized that a superior omni-channel experience increases customer satisfaction, which in turn strengthens the relationship between promotions and purchasing decisions. This suggests that the effectiveness of promotional strategies, whether social media or personal selling, is inseparable from the integration of channels within the broader marketing system.

METHOD

This research uses a quantitative approach with descriptive methods. This approach is used because this study focuses on identifying the influence of social media promotions and personal selling on consumer purchasing decisions numerically and statistically. Research that examines a specific population or sample by collecting data using research instruments and analyzing statistical data and testing hypotheses using a quantitative approach (Sugiyono, 2019). The descriptive method is used to provide an overview of the implementation of social media promotions and personal selling at DanDist.

The population in this study was all DanDist consumers who had purchased products within one month. The population size was determined using the guidelines from (Hair et al., 2021), which state that the minimum sample size in analysis is calculated as 5-10 times the number of indicators used in the instrument. Because this study has 26 indicators, the minimum required population is 130 respondents.

Data collection in this study used a questionnaire, a Likert-type scale (1-5) with a total of 26 statements. Analysis was conducted using the Partial Least Squares (PLS) statistical method due to the small number of respondents and the predictive nature of the model.

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Data analysis in this study was conducted to process the raw data obtained from the questionnaire distribution to facilitate systematic interpretation and answer the research problem formulation. This was followed by statistical analysis to describe the characteristics of the respondents and the response trends based on the indicators for each variable. The analysis was conducted using the Partial Least Squares (PLS) statistical method due to the small number of respondents and the predictive nature of the model.

This research was conducted at DanDist, a small beauty retail business that markets its products through the Shopee, Instagram, and Personal Contact platforms. The research location was in the village where DanDist operates: Jagapura, Gegesik District, Cirebon Regency, West Java. The research period is scheduled for December 2025 to March 2026, encompassing observation, questionnaire distribution, data collection, and analysis.

Results and Discussion

Table 1 Gender Distribution

Gender	Frequency (f)	Percentage (%)
Male	6	4.62%
Female	124	95.38%
Total	130	100%

The analysis results in the gender distribution table show that 124 respondents were female (95.38%) out of a total of 130 respondents, and only 6 respondents were male (4.62%). The fact that the majority of respondents were female indicates the relevance of the product or content studied to the female gender. This result is in line with market trends in the beauty or self-care industry, where female are the primary consumers who are more active in seeking information, engaging on social media, and purchasing skincare products.

Female are key drivers in the beauty industry, as demonstrated by their extensive involvement in digital marketing and data analysis. Female tend to use social media primarily to seek product reviews, tutorials, and advice before making a purchase (Lubis et al., 2024). This activity is also driven by a shift in consumer values that prioritize clarity of product information and self-care elements as part of a healthy lifestyle. Industry data

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shows that skincare continues to lead the market, with female customers being more loyal to brands and engaging in two-way online interactions (Zulni & Rosmita, 2023).

Table 2 Age Distribution

AGE	Frequency (f)	Percentage (%)
15 - 25 Years	119	91.54%
26 - 35 Years	7	5.38%
36 - 45 Years	1	0.77%
> 45 Years	3	2.31%
Total	130	100%

Based on the results of data analysis, from 130 respondents obtained 4 age groups (15 - 25 Years; 26 - 35 Years; 36 - 45 Years; and > 45 Years) it was found that the majority of DanDist consumers were aged 15 - 25 Years. This confirms that generation Z, which consists of people aged between fifteen and twenty-five years, is very concerned with their self-care and is driven by beauty posts on social media as a tool for self-expression and interacting with others through skincare trends.

Table 3 Content Distribution

Platform	Frequency (f)	Percentage (%)
Facebook	27	20.77%
Instagram	67	51.54%
Shopee	7	5.38%
WhatsApp	29	22.31%
Total	130	100%

Platform distribution analysis shows that Instagram is the most dominant medium (51.54%) due to its visual capabilities to reach a younger audience. WhatsApp follows in second place (22.31%) as a personal communication tool, and Facebook (20.77%) remains relevant for information. However, Shopee's use for promotional content (5.38%) remains low. Overall, content strategies that focus on a combination of direct communication and visual social media perform better.

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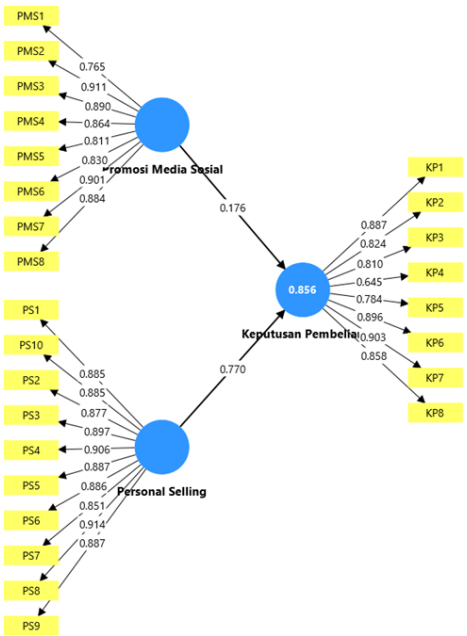
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Table 4 Purchase Distribution

Place	Frequency (f)	Percentage (%)
Facebook	7	5.38%
Instagram	13	10%
Offline Stand	68	52.31%
Shopee	4	3.08%
WhatsApp	38	29.23%
Total	130	100%

Despite being digitally active, the majority of people (52.31%) still prefer to purchase goods offline because they trust the product's quality. Due to its personalized features, WhatsApp outperformed Instagram, Facebook, and Shopee, becoming the primary digital transaction choice at 29.23%. The results indicate that the best marketing strategy is to combine the ease of communication through instant messaging platforms with a physical store presence.

Outer Model Analysis (Indicator Validity)



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The analysis results show that all indicators in the Social Media Promotion constructs (0.765–0.911), Personal Selling (0.851–0.914), and Purchase Decision (0.645–0.903) have external loading values above 0.70. Although one indicator in Purchase Decision has a value of 0.645, this value is still valid. According to Hair et al. (2019), indicators with loadings between 0.40 and 0.70 can be maintained if the construct reliability and average variance extracted (AVE) value do not fall below the threshold. Therefore, each indicator is proven to be reliable in indicating its latent construct and can be used in research models.

Interpretation of the Inner Model (Influence Between Variables)

The results of the inner model test show that Personal Selling has the greatest influence on purchasing decisions with a path coefficient of 0.770, far surpassing Social Media Promotion (0.176). While social media helps shape initial interest, direct interaction is the primary driver of transaction decisions. As stated by Hair et al. (2017), a significant path coefficient value indicates the strength of the relationship between constructs in the structural model; a higher value indicates a greater predictive influence. Therefore, when compared to digital campaigns alone, the marketing effectiveness of this research object is more determined by the personal approach.

Interpretation of R-Square (R2) Value

The R-square value of 0.856 indicates that the Social Media Promotion and Personal Selling variables simultaneously explain 85.6% of the variation in Purchase Decisions. According to Hair et al. (2019), an R-square value above 0.75 in a structural model is categorized as strong (substantial), confirming that this model has very high predictive power. The remaining 14.4% is explained by other factors outside the model, such as price or product quality.

Table 5 The Influence of Social Media Promotion and Personal Selling on Purchasing Decisions

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Personal Selling ->	0.770	0.754	0.069	11,120	0.000

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Purchase Decision					
Social Media Promotion -> Purchase Decision	0.176	0.190	0.066	2,681	0.007

With an initial sample value (0.770), a T-statistic score (11.120), and a p-value of 0.000, the results of testing the influence of social media promotions and personal selling on consumer purchasing decisions in the omni-channel marketing concept (a case study on dandist) indicate that personal selling has a very large and significant influence on purchasing decisions. This finding indicates that direct interaction between sellers and buyers is a major factor in purchasing decisions. This result is in line with previous analysis which showed that offline purchasing places are the most dominant (52.31%) and WhatsApp as a direct communication tool (29.23%). This indicates that customers, especially in the 15–25 age group, still pay close attention to trust, product explanations, and a personal approach when making purchases.

DISCUSSION

Based on the analysis, with a coefficient of 0.176 and a p-value of 0.007, social media promotion shows a statistically significant positive contribution to purchasing decisions. Social media remains crucial in contemporary marketing as a tool for increasing brand awareness, although its influence on individual sales is not as significant. Social media serves as a "gateway" in the customer journey, according to Sari et al. (2024). Visual content and online testimonials generate initial interest, which is then reinforced through personal interactions. Investment in digital content remains a crucial factor in reaching a wider market share, as indicated by the significance of the P-value below 0.05.

With a path coefficient of 0.770 and a highly significant T-statistic of 11.120, personal selling significantly influences purchasing decisions. Direct interaction, both in person and through personal channels, is a key factor for customers in validating a product before making a transaction, according to this figure. Theoretically, this significant influence is supported by research by Pratama and Santoso (2023), which states that personal selling can minimize perceived risk through product demonstrations and direct

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objection handling. Static social media content cannot fully replace perceived content. This explains why personal presence or sales force continues to be key to sales conversion in several industries.

Overall, the findings of this study indicate that a combination of personal approaches and digital promotions through social media influence consumer purchasing decisions, with personal selling being the most important factor in making the final decision to buy something. The integration of these two variables suggests that the best marketing strategy is not to choose one over the other, but rather to synergize both in an Omnichannel model. Purchasing decisions are simultaneously influenced by digital appeal and interpersonal trust. This strategy aligns with research findings on consumer behavior, which tends to conduct online research through social media, but still seeks personal validation, often through instant messaging like WhatsApp or visits to physical stores to ensure product quality. With strong significance values for both variables, DanDist is able to link social media responsiveness with personal selling persuasiveness, which will provide a much more stable competitive advantage in winning the market, even for MSME-scale businesses.

CONCLUSION

With a path coefficient of 0.176 and a p-value of 0.007, this study successfully proved the First Hypothesis (H1) that social media promotions within the omni-channel concept have a positive and significant impact on consumer purchasing decisions. Social media still plays a crucial role in fostering brand awareness and initial customer interest, even though they function primarily as digital tools (Sari et al., 2024). This confirms the foundation of an integrated marketing ecosystem. As demonstrated by the success of this digital promotion, the reach of visuals and content on social platforms can encourage customers to make a purchase before potential consumers conduct further verification through other channels.

Furthermore, the Second Hypothesis (H2) was accepted with a very dominant influence. In the omni-channel concept, personal selling has a positive and significant impact on purchasing decisions, with a path coefficient of 0.770 and a T statistic of 11.120. This indicates that personal interaction remains a key factor in fostering trust. This aligns with survey data showing that 52.31% of customers still prefer to purchase products offline (Agustina et al., 2023). Personal selling serves as the final validation point in the omni-channel concept, addressing digital doubts through direct, responsive communication, and minimizing perceived risk.

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Overall, the most effective marketing strategies don't focus exclusively on one channel. Instead, potential customers increasingly rely on personal approaches to build trust and facilitate access through social media. The dominance of customer interactions on instant messaging platforms like WhatsApp (29, 23) demonstrates that modern customers desire the convenience of technology but still desire the assurance of quality through individual interactions (Pradana & Wijayanthi, 2024). Therefore, a brand's ability to combine engaging social media promotions and align current trends with compelling customer service is crucial for purchasing decisions in the modern era.

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