International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Role Of Social Media Marketing In Tukol Sport Store's Digital Marketing Strategy On Consumer Intention

Rexy Nova Ardana[1], Fery Setiawan[2], Wijianto[3]

[1,2,3]Fakultas Ekonomi Universitas Muhammadiyah Ponorogo

E - Mail : rexynova03@gmail.com, ferysetyafeumpo@umpo.ac.id, wijianto@umpo.ac.id

Abstract

The development of digital marketing encourages businesses to utilize social media as a strategic tool to attract consumer interest. This study aims to analyze the influence of Entertainment, Electronic Word of Mouth (E-WOM), and Interactive on Consumer Intention on the Tukol Sport Ponorogo Instagram account. The study used a quantitative approach with an explanatory method. The study population was active followers of the Tukol Sport Instagram account, with a sample of 286 respondents determined using the Slovin formula and accidental sampling techniques. Data collection was carried out through a structured questionnaire with a Likert scale, then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that Entertainment, E-WOM, and Interactive had a positive and significant effect on Consumer Intention, both partially and simultaneously. The Interactive variable had the largest influence, while the three variables together were able to explain 68.3% of the variation in Consumer Intention. This study concluded that a social media marketing strategy that combines interesting content, positive customer reviews, and responsive interactions can increase consumer interest in marketed products.via Instagram.

Keywords:Consumer Intention, Digital Marketing, Electronic Word Of Mouth, Interactive Marketing, Social Media Marketing

INTRODUCTION

In the digital economy era, developments in information and communication technology have transformed the way companies conduct business, particularly in

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

marketing. The digital era is a term used for the emergence of digital, networking, and the internet, particularly computer information technology. New media is often used to describe digital technology. New media is characterized by the ability to manipulate, network, or the internet. Other media, such as print media, television, magazines, newspapers, and others, are not considered new media.(Wijianto, 2024)Digital business management is no longer solely focused on operational efficiency but also emphasizes the use of digital technology to build better relationships with consumers through various internet-based platforms. One rapidly growing strategy is Social Media Marketing (SMM), which enables companies to promote products more effectively than conventional marketing approaches (Candraningrat et al., 2024). This shift is driven by shifts in consumer behavior, who increasingly rely on digital media to seek information before making a purchase. Consumers also tend to be more interested in entertaining content than simply conveying product information (Chaturvedi & Singh, 2022; Atiq et al., 2022). This situation indicates that companies are required to adapt their marketing strategies to remain relevant and competitive in the ever-evolving digital ecosystem (Andirwan et al., 2023).

The development of social media marketing in Indonesia is inseparable from the increasing number of internet and social media users. Since 2021, digital marketing strategies have evolved towards a more data-driven approach through the use of social media analytics, artificial intelligence, content personalization, short videos, and influencer marketing (Pandjaitan, 2024). In January 2024, the number of internet users in Indonesia reached 185 million, or 66.5% of the total population, while active social media users reached 139 million, or 49.9%. Instagram is one of the most widely used platforms, with a usage rate of 85.3%, providing a significant opportunity for companies to build relationships with consumers while increasing the effectiveness of digital marketing (YA Kurniawan & Sastika, 2024). In line with these developments, the concept of digital marketing utilizes digital technology to build broader, faster, and more measurable communication, becoming a crucial strategy for supporting business success in the digital era (Udhayalaksami, 2024).

This digital marketing transformation has not only changed the media companies use but also the characteristics of the content consumers demand. Digital content marketing is no longer simply about conveying product information; it has become a means to attract attention, build emotional connections, and retain consumers through valuable content (Pratama Cipta Berlin, 2025). As a visual-focused platform, Instagram offers various promotional formats that can increase consumer purchasing interest and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

aid the decision-making process through user reviews and testimonials (Kim et al., 2023; Hanoko & Effy, 2021). However, Instagram's high popularity also presents challenges due to the large amount of content competing for users' attention. Therefore, companies need to present more than just product information; they also need to present engaging, entertaining content that fosters interaction with their audience (Andirwan et al., 2023; Kim et al., 2023).

This issue is closely related to how companies can optimize the three main elements of social media marketing activities: entertainment, interactive content, and electronic word of mouth (e-WOM), to increase consumer intention. Modern consumers increasingly rely on online reviews to reduce uncertainty before making a purchase, making e-WOM a crucial factor in the decision-making process (Mustika et al., 2022; Desrtriyanto et al., 2022). Furthermore, consumer acceptance of digital technology can also be explained through the Technology Acceptance Model (TAM), which states that perceived ease of use and usefulness of technology play a role in shaping user attitudes, interests, and behaviors toward digital media (Ningsi Wahyu & Ekowati, 2021). Thus, the effectiveness of a digital marketing strategy is greatly influenced by a company's ability to integrate these three elements into its social media marketing activities.

This phenomenon is also seen in Tukol Sport Ponorogo which utilizes Instagram as the main medium for digital marketing through Social Media Marketing Activities that integrate content approaches, audience interaction, and social influence. Based on initial observations conducted by researchers with one of the consumers and observations of Tukol Sport's Instagram content, information regarding promotions, stock updates, and user reviews is considered to help consumers in obtaining product information while providing an overview of product quality before making a purchase. In addition, the Tukol Sport Instagram account has 21.8 thousand followers with consistency in uploading promotional content and showing quite high follower engagement. This condition indicates that the Social Media Marketing activities carried out by Tukol Sport have the potential to influence consumer Consumer Intention.

This study aims to analyze the influence of Entertainment, Electronic Word of Mouth (E-WOM), and Interactive, both partially and simultaneously, on Consumer Intention on the Tukol Sport Instagram account. This research is important because there are still differences in the results of previous studies regarding the influence of these three variables on consumer behavior. The Entertainment element has been shown to have a significant influence on purchase intention according to Riandy & Firdausy (2022), while the results of studies regarding E-WOM and Interactive still show

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

inconsistent findings (Luthfiyatillah et al., 2020; Leon Saputra & Wardana, 2023; Kim et al., 2023; Mustika et al., 2022). Furthermore, research that integrates Entertainment, E-WOM, and Interactive variables simultaneously in the context of sports retail MSMEs, particularly the Tukol Sport Ponorogo Instagram account, is still very limited. Therefore, this study is expected to fill the research gap and provide empirical evidence regarding the effectiveness of Social Media Marketing strategies in increasing Consumer Intention in the current digital marketing context.

METHOD

This study uses a quantitative approach with an explanatory research type. The quantitative approach was chosen because the study aims to test the causal relationship between the variables of Entertainment, Electronic Word of Mouth (E-WOM), and Interactive on Consumer Intention through numerical measurements and inferential statistical analysis. The study was conducted at Tukol Sport Ponorogo which utilizes Instagram as the main medium for digital marketing and communication with consumers. The object of the study was the perception of followers of the Tukol Sport Instagram account towards Social Media Marketing activities, specifically in the dimensions of Entertainment, E-WOM, and Interactive, and their influence on Consumer Intention. Account followers were chosen as respondents because they are the audience directly exposed to digital marketing activities carried out by Tukol Sport through Instagram (Sekaran, 2014).

The study population was all 21,800 followers of the Tukol Sport Instagram account as of April 29, 2026. This study focused on approximately 1,000 active followers deemed relevant to the research objectives. The population was determined based on the consideration that account followers are those who are directly exposed to marketing content and therefore are able to provide an assessment of digital marketing activities carried out through Instagram (Mu`in Darmawan et al., 2024). The sampling technique used non-probability sampling with an accidental sampling method, namely respondents were selected based on the researcher's ease in obtaining respondents who met the research criteria. The sample size was determined using the Slovin formula with a 5% error rate, resulting in 286 respondents. This number is considered to have met the minimum requirements for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Data collection was conducted using a survey method through a structured questionnaire. This method was chosen because it is effective in obtaining data from a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

relatively large number of respondents and is suitable for measuring respondents' perceptions of latent constructs, namely Entertainment, E-WOM, Interactive, and Consumer Intention. The research instrument used a Likert scale as a measuring tool for each variable indicator so that the data obtained could be analyzed using the PLS-SEM approach. Data analysis was conducted to test the relationship between variables according to the research model that has been formulated, so as to be able to explain the partial and simultaneous influence of the variables Entertainment, E-WOM, and Interactive on Consumer Intention (Hair et al.).

The research procedure began with the determination of the research object and the identification of respondents who were active followers of the Tukol Sport Instagram account. Next, the researcher developed a research instrument based on the indicators of each variable, then distributed questionnaires to respondents who met the research criteria. The collected data were then processed and analyzed using the PLS-SEM approach to test the relationship between variables according to the research hypothesis. The results of the analysis were then interpreted as a basis for explaining the influence of Entertainment, E-WOM, and Interactive on Consumer Intention on the Tukol Sport Ponorogo Instagram account.

RESULTS AND DISCUSSION

Respondent Characteristics

1. Respondent Characteristics Based on Age

Table 1. Respondent Characteristics Based on Age

Age	Frequency (People)	Presentation (%)
15-20	35	12.2
21-25	194	67.9
26-30	37	12.9
>31	20	7.0
Total	**286**	**100**

Source: Processed by Researchers (2026)

The table above shows that the majority of respondents are in the 21-25 age range, namely 194 people (67.9%). This age group is a group of young adults who generally actively use Instagram, to search for product information and interact with brands. Respondents in the 26-30 age range are in second place with 37 people

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

(12.9%), followed by the 15-20 age range with 35 people (12.2%), and respondents aged 31 and above with 20 people (7.0%). The dominance of respondents of productive age indicates that Tukol Sport's digital marketing strategy through Instagram is quite effective in reaching the age group that is the main target market for sports products.

2. Respondent Characteristics Based on Occupation

Table 2. Respondent Characteristics Based on Occupation

Age	Frequency (People)	Presentation (%)
Students	137	47.9
Civil Servants/Private Sector	22	7.7
Employee	72	25.2
Businessman	14	4.9
Other	41	14.3
Total	**286**	**100**

Source: Processed by Researchers (2026)

Based on the table above, respondents with employment status as students are the largest group, namely 137 people (47.9%), followed by employees as many as 72 people (25.2%), civil servant/private sector employment groups as many as 22 people (7.7%), entrepreneurs as many as 14 people (4.9%), and for other jobs as many as 41 people (14.3%). The majority of respondents with student status are consistent with the findings on age characteristics, where most respondents are in the 21-25 year age range who are generally still pursuing higher education or have just entered the workforce.

Data Analysis Results

1. Description of Research Variables

Table 3. Statistics Description of variables

Variables	Indicator	Mean	Standard Deviation	Information
Entertainment(X1)	Indicator 1 (X1_1)	3,406	1,168	Good
	Indicator 2 (X1_2)	3,406	1,055	Good
	Indicator 3 (X1_3)	3,556	1,150	Good

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	Indicator 4 (X1_4)	3,294	1,233	Pretty good
	Indicator 5 (X1_5)	3,339	1,243	Pretty good
	Average Variable	3,400	-	Pretty good
E-WOM(X2)	Indicator 1 (X2_1)	3,294	1,505	Pretty good
	Indicator 2 (X2_2)	3,427	1,480	Good
	Indicator 3 (X2_3)	3,231	1,471	Pretty good
	Indicator 4 (X2_4)	3,217	1,497	Pretty good
	Average Variable	3,292	-	Pretty good
Iteractive(X3)	Indicator 1 (X3_1)	3,283	1,292	Pretty good
	Indicator 2 (X3_2)	3,308	1,255	Pretty good
	Indicator 3 (X3_3)	3,290	1,323	Pretty good
	Indicator 4 (X3_4)	3,283	1,243	Pretty good
	Indicator 5 (X3_5)	3,297	1,242	Pretty good
	Average Variable	3,292	-	Pretty good
Consumer Intention(Y)	Indicator 1 (Y_1)	3,336	1,295	Pretty good
	Indicator 2 (Y_2)	3,434	1,282	Good
	Indicator 3 (Y_3)	3,434	1,327	Good
	Average Variable	**3,401**	**-**	**Good**

Source: Processed by Researchers (2026)

Based on the table above, a general overview of the perceptions of 286 respondents regarding each research variable can be seen. The highest average value was obtained by the Consumer Intention (Y) variable of 3.401 (good), followed by the Entertainment (X1) variable of 3.400 (fairly good), followed by the E-WOM (X2) variable

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

of 3.292 (fairly good), followed by the Interactive (X3) variable of 3.292 (fairly good). Overall, the results of these descriptive statistics serve as a basis for observing the tendency of respondents' assessments before further testing is carried out.

2. Entertainment Variable Description

Table 4. Respondents' Responses regarding Entertainment

No	Indicator	STS	TS	N	S	SS	Total
1.	**Pleasure**- I feel happy when I see the content Tukol Sport Instagram.	30(30)	24(48)	78(234)	108(432)	46(230)	**974**
2.	**Entertainment**- The promotional content on Tukol Sport's Instagram is entertaining and reduces my boredom.	13(13)	43(86)	87(261)	101(404)	42(210)	**974**
3.	**Content Creativity**- The content displayed varies so that looks unique and interesting.	17(17)	36(72)	70(210)	97(388)	66(330)	**1017**
4.	**Emotional Appeal**- The content makes me feel closer to the Tukol Sport store.	31(31)	43(86)	74(222)	87(348)	51(255)	**942**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

5.	**Hedonic Value / emotional satisfaction-** Tukol Sport Instagram content provides A pleasant emotional satisfaction for me.	34(34)	30(60)	83(249)	83(332)	56(280)	**955**
TOTAL							**4862**

Source: Processed by Researchers (2026)

Based on the table above, the Entertainment variable received a total score of 4,862 from 286 respondents, with an average score of 3,400, which falls into the (Fairly Good) category. This indicates that respondents generally responded to Entertainment at a fairly good level.

3. Description of E-WOM Variables

Table 5. Respondents' Responses regarding E-WOM

No	Indicator	STS	TS	N	S	SS	Total
1.	**Consumers Read Online Reviews Before Buying-** Online reviews are a source of information important thing for me	54(54)	47(94)	30(90)	71(284)	84(420)	**942**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	before making a purchase						
2.	**Consumers Trust Online Reviews**- I am more confident in buying products that has positive reviews.	43(43)	53(106)	24(72)	71(284)	95(475)	**980**
3.	**Online Feedback Helps Compare Products**- Online reviews make it easier for me to assess the advantages and disadvantages of Tukol Sport products.	55(55)	46(92)	35(105)	78(312)	72(360)	**924**
4.	**Refer to Reviews and Ratings Before Purchasing**- Reviews and ratings on Tukol Sport's	65(65)	31(62)	36(108)	85(340)	69(345)	**920**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	Instagram greatly influence the decision to purchase Tukol Sport products.						
TOTAL							**3766**

Source: Processed by Researchers (2026)

Based on the table above, the E-WOM variable (X2) obtained a total score of 3766 from 286 respondents, with an average score of 3.292 which is included in the (Quite Good) category. This indicates that in general respondents responded to E-WOM at a fairly good level.

4. Interactive Variable Description

Table 6. Respondents' Responses about Interactive

No	Indicator	STS	TS	N	S	SS	Total
1.	**Responsiveness-** Tukol Sport Admin provided helpful responses when I needed information.	38(38)	41(82)	63(189)	90(360)	54(270)	**939**
2.	**Two-Way Communication-** I can interact directly with the account Tukol Sport Instagram via comments or messages.	31(31)	46(92)	68(204)	86(344)	55(275)	**946**
3.	**User Control-** I can determine the form of interaction	40(40)	41(82)	60(180)	86(344)	59(295)	**941**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	that I want to do (like or comment or share or DM) on Tukol Sport's Instagram account						
4.	**Audience Participation-** Tukol Sport's Instagram account often invites the audience to participate in the content.	38(38)	32(64)	72(216)	99(396)	45(225)	**939**
5.	**Ongoing Engagement-** I feel like I want to continue interacting with Tukol Sport Instagram account in the future.	30(30)	45(90)	76(228)	80(320)	55(275)	**943**
TOTAL							**4708**

Source: Processed by Researchers (2026)

Based on the table above, the Interactive Marketing variable (X3) has a total score of 4708 from 286 respondents, with an average score of 3.292, which is included in the (Quite Good) category. This indicates that in general, respondents responded to Interactive Marketing at a fairly good level.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

5. Description of Consumer Intention Variables

Table 7. Respondents' Responses regarding Consumer Intention

No	Indicator	STS	TS	N	S	SS	Total
1.	**Desire to try the product**- I have a desire to try shopping at Tukol Sport.	43(43)	25(50)	64(192)	101(404)	53(265)	**954**
2.	**Intention to purchase in the future**- I intend to buy Tukol Sport products in the future.	32(32)	37(74)	58(174)	93(372)	66(330)	**982**
3.	**Likelihood of recommending the product to people**– I am willing to recommend Tukol Sport products to others.	36(36)	34(68)	60(180)	82(328)	74(370)	**982**
TOTAL							**2918**

Source: Processed by Researchers (2026)

Based on the table above, the Consumer Intention (Y) variable obtained a total score of 2918 from 286 respondents, with an average score of 3.401, which is included in the (Good) category. This indicates that respondents generally responded to Consumer Intention at a good level.

Outer Model Research Results

1. Convergent Validity Test

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Table 8. Outer Loading Test Results

Indicator	*Consumer Intention*	*Entertainment*	*E-Wom*	*Interactive*	Information
CI_1	0.880	-	-	-	Valid
CI_2	0.913	-	-	-	Valid
CI_3	0.884	-	-	-	Valid
ET_1	-	0.854	-	-	Valid
ET_2	-	0.866	-	-	Valid
ET_3	-	0.854	-	-	Valid
ET_4	-	0.851	-	-	Valid
ET_5	-	0.866	-	-	Valid
EM_1	-	-	0.926	-	Valid
EM_2	-	-	0.918	-	Valid
EM_3	-	-	0.930	-	Valid
EM_4	-	-	0.909	-	Valid
IT_1	-	-	-	0.860	Valid
IT_2	-	-	-	0.858	Valid
IT_3	-	-	-	0.846	Valid
IT_4	-	-	-	0.811	Valid
IT_5	-	-	-	0.791	Valid

Source: Processed by Researchers (2026)

Based on the table, it can be seen that all indicators in the four research constructs, namely Consumer Intention, Entertainment, E-WOM, and Interactive have Outer Loading values above 0.70. The highest outer loading value is found in indicator EM 1 (0.926) which measures the E-WOM construct, while the lowest value is in indicator IT 5 (0.791) which measures the Interactive construct. Thus, all indicators in this study are declared convergently valid and suitable for use to measure their respective latent constructs.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

2. Discriminant Validity Test

Table 9. Results of the Fornell-Larcker Criterion Test

Construct	*Consumer Intention*	*Entertainment*	*EWOM*	*Interactive*
Consumer Intention	0.892	-	-	-
Entertainment	0.730	0.858	-	-
EWOM	0.721	0.639	0.921	-
Interactive	0.766	0.743	0.716	0.834

Source: SmartPLS Output, Processed by Researchers (2026)

Based on the table, the AVE root value for each construct (conceptually bolded as a comparison value) must be greater than its correlation value with other constructs. The AVE root value for Consumer Intention (0.892) is greater than its correlation with Entertainment (0.730), E-WOM (0.721), and Interactive (0.766). The same pattern is also seen in the Entertainment, E-WOM, and Interactive constructs. Thus, it can be concluded that the four constructs in this study meet the requirements of discriminant validity, which means that each construct is truly different and does not overlap with each other or differ from one variable to another.

3. Heterotrait-Monotrait Ratio (HTMT) Test

Table 10. Heterotrait-Monotrait Ratio (HTMT) Test

Construct	*Consumer Intention*	*Entertainment*	*EWOM*	*Interactive*
Consumer Intention	-	-	-	-
Entertainment	0.818	-	-	-
EWOM	0.796	0.691	-	-
Interactive	0.868	0.826	0.780	-

Source: SmartPLS Output, Processed by Researchers (2026)

The results of the HTMT test show that all HTMT ratio values between variables are below 0.90, with the highest value found in the relationship between Interactive and Consumer Intention at 0.868. This strengthens the evidence that the discriminant validity

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

of this research model has met the specified requirements, so that the model is worthy of being continued to the inner model stage.

4. Construct Reliability Test

Table 11. Results of Reliability and AVE Tests

Construct	*Cronbach's Alpha*	*Composite Reliability (rho_a)*	*Composite Reliability (rho_c)*	AVE	*Information*
Consumer Intention	0.872	0.873	0.922	0.797	Reliable
Entertainment	0.911	0.912	0.933	0.737	Reliable
EWOM	0.940	0.940	0.957	0.847	Reliable
Interactive	0.890	0.891	0.919	0.695	Reliable

Source: Outer SmartPLS, Processed by Researchers (2026)

Based on the table above, all constructs in this study have Cronbach's Alpha and Composite Reliability values above 0.70, with the highest value in the E-WOM CA construct (0.940) and the lowest in the Consumer Intention CA construct (0.872). In addition, all constructs have AVE values above 0.50, with the highest in E-WOM (0.847) and the lowest in Interactive (0.695). These results indicate that all indicators used in this study have good inter-variable relationships, so the research instrument is declared reliable and suitable for use in testing the structural model in the next stage.

Inner Model Analysis Results

1. Coefficient of Determination Test (R-Square)

Table 12. R-Square Test Results

Variables	*R-Square*	*R-Square Adjusted*	Category
Consumer Intention	0.683	0.680	On the Way to Strong

Source: Outer SmartPLS, Processed by Researchers (2026)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The table shows that the R-Square value of the Consumer Intention variable is (0.683). This value indicates that the Entertainment, E-WOM, Interactive variables are simultaneously able to explain the Consumer Intention variable on the Tukol Sport Instagram account by 68.3%, while the remaining 31.7% is explained by other variables outside this research model. The r2 value of (0.683) is in the moderate to strong category, which means that the research models have a good explanatory power model for the Consumer Intention phenomenon.

2. Effect Size Test (F-Square)

Table 13.. F-Square Test Results

Variables	F-Square on Consumer Intention	Influence categories
Entertainment	0.112	Small to medium
E-WOM	0.124	Small to medium
Interactive	0.128	Small to medium

Source: Outer SmartPLS, Processed by Researchers (2026)

Based on the three dependent variables, the f2 values are in the small to medium category in influencing Consumer Intention individually. Interactive has the largest contribution with an f2 value of 0.128, followed by E-WOM (0.124), and Entertainment (0.112). Although the contribution of each variable individually is relatively small, these three variables still have a significant direct role in Consumer Intention, as reflected in the relatively high r2 values when all three are combined in the model.

3. Predictive Relevance Test (Q-Square)

Table 14. Q-Square Test Results

Variables	SSO	SSE	Q2 (= 1-SSE/SSO)	Information
Consumer Intention	858,000	397,180	0.537	*Predictive relevance*strong
Entertainment	1,430,000	1,430,000	0,000	Exogenous constructs
E-WOM	1,144,000	1,144,000	0,000	Exogenous constructs

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Interactive	1,430,000	1,430,000	0,000	Exogenous constructs

The results above show that the Q-Square value for the Consumer Intention construct (0.537) is greater than zero. Meanwhile, the construct values of Entertainment, E-WOM, and Interactive show a q2 value of (0.000) with the same SSO value as SSE. This is not an indication of model weakness, but a consequence of the position of the three variables as exogenous constructs (X) that are not predicted by other variables in this research model. The blindfolding procedure in SmartPLS only produces a significant predictive relevance value on the endogenous construct (dependent variable), in this study Consumer Intention, because only this construct has a predictive path from other constructs in the structural model.

Hypothesis Testing Results (Path Coefficient and Bootstraping).

Table 15. Path Coefficient and Bootstrapping Test Results

Hypothesis	Influence between variables	*Original Sample (0) / R-Square*	*T Statistics*	*P Values*	Information
H1	*Entertainment – Consumer Intention*	0.289	4,485	0,000	Accepted
H2	*E-WOM – Consumer Intention*	0.292	4,795	0,000	Accepted
H3	*Interactive – Consumer Intention*	0.341	4,230	0,000	Accepted
H4	*Entertainment, E-WOM, Interactive – Consumer Intention*(simultaneous)	r2=0.683	-	-	Accepted

Source: Outer SmartPLS, Processed Data (2026)

DISCUSSION

The Influence of Entertainment on Consumer Intention (H1)

The results of the H1 test show that Entertainment has a positive and significant effect on Consumer Intention on the Tukol Sport Instagram account, with an original

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

sample value of 0.289, a t-statistic of 4.485 (>1.96), and a p-value of 0.000 (<0.05). Thus, H1 in this study is accepted. Based on this study, the Tukol Sport Instagram account, most of the content not only displays product photos, but is also packaged in the form of short videos (Reels), attractive promotional designs, the latest product information, discounts, and content that follows social media trends. The content reflects entertainment indicators, namely providing pleasure when viewing content, presenting entertainment through interesting presentations, displaying varied content creativity, building emotional appeal through visuals and relevant messages. This condition is in accordance with the characteristics of respondents who are dominated by the 21-25 year old age group (67.9%), who generally prefer visual, creative content, and following viral trends. Thus, the entertainment experience gained from Instagram content not only increases consumer engagement but also encourages the formation of Consumer Intention or purchase interest in sports products marketed by Tukol Sport. This finding indicates that the higher the entertainment element presented in Tukol Sport's Instagram content, whether through enjoyment, entertainment, content creativity, emotional appeal, or hedonistic value, the higher consumer purchase interest. These results align with research.(Riandy & Firdausy, 2022)who found that entertainment as advertising has a significant influence on advertising value and consumer purchasing interest on Instagram. This finding is also in line with(Alsoud et al., 2024)which shows that entertainment-based marketing content has a significant influence on purchase intentions.

The Influence of E-WOM on Consumer Intention (H2)

The results of the second hypothesis test (H2) show that E-WOM has a positive and significant effect on Consumer Intention on the Tukol Sport Instagram account, with an original sample value of 0.292, a t-statistic of 4.795 (>1.96), and a p-value of 0.000 (<0.05). Thus, H2 in this study is accepted. The results of the study indicate that the better the Electronic Word of Mouth (E-WOM) received by consumers, the higher the Consumer Intention or purchase interest in products marketed through the Tukol Sport Instagram account. Based on the results of the study, each Tukol Sport product upload received various comments from consumers, either in the form of questions about shoe size, product quality, or stock availability. In addition, customers also provided reviews and shared positive experiences after making a purchase, thus becoming a source of information for other potential consumers. Before making a purchase, consumers tend to read online reviews as the main source of information to determine the quality of the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

product offered. After obtaining this information, consumers will trust products that have positive reviews and good ratings given by previous buyers so that confidence in the product quality increases. These indicators provide potential consumers with confidence that the product being offered is of good quality, thereby reducing the perceived risk of purchasing. The more positive, credible, and readily available information through customer comments and reviews, the higher consumer trust in Tukol Sport. This trust then drives interest, desire, and intention to purchase the product, ultimately increasing consumer intention. This is in line with research.(FU Kurniawan & Yasya, 2025)This indicates that e-WOM on Instagram has a positive and significant impact on purchase intention. Thus, e-WOM on the Tukol Sport Instagram account serves as a trusted source of information for consumers before making a purchasing decision.

The Influence of Interactive on Consumer Intention (H3)

The results of the H3 test show that Interactive has a positive and significant effect on Consumer Intention on the Tukol Sport Instagram account, with an original sample value of 0.341, a t-statistic of 4.230 (>1.96), and a p-value of 0.000 (<0.05). Thus, H3 in this study is accepted. The results of the study indicate that the better the interaction built through the Tukol Sport Instagram account, the higher the Consumer Intention or consumer purchasing interest. The results of the study, Tukol Sport admin actively responds to comments and direct messages, providing information about product stock, promotions, and answering consumer questions regarding shoe sizes and product specifications. The admin provides fast, informative, and helpful responses when consumers need information. In addition, the comment and direct message features enable two-way communication, so consumers can interact directly with the store. Instagram also gives users control to determine the desired form of interaction, such as giving likes, comments, shares, or sending direct messages according to their needs. These consistent interactions ultimately foster ongoing engagement, where consumers feel compelled to continue following and interacting with the Tukol Sport Instagram account in the future. This increases consumer trust and interest in the store, thus encouraging a desire to purchase the products offered. Therefore, the higher the level of responsiveness, two-way communication, user control, audience participation, and ongoing engagement built through Tukol Sport's Instagram, the higher consumer purchasing interest. This finding aligns with(Kim et al., 2023)which shows that interactive Instagram ads have an influence on consumer purchasing interest. This is also supported by(Djati & Abdurrahman, 2024)which found that marketing activities through

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

interactions on social media had a positive effect. This is slightly different from research conducted by(Mustika et al., 2022)which states that interactive content on Instagram has a less significant influence on consumer purchasing interest. This difference can be explained by differences in audience characteristics in the accounts studied.

This condition shows that the interactive activities carried out by Tukol Sport not only increase Instagram account engagement, but are also able to build long-term relationships with consumers which have an impact on increasing Consumer Intention.

The Influence of Entertainment, E-WOM, and Interactive on Consumer Intention (H4)

The results of the simultaneous H4 test show that Entertainment, E-WOM, and Interactive have a positive and significant effect on Consumer Intention on the Tukol Sport Instagram account, supported by R-Square (0.683). This value indicates that the three variables simultaneously explain 68.3% of the variation in Consumer Intention on the Tukol Sport Instagram account. Thus, H4 in this study is accepted. Based on the results of the simultaneous analysis, the variables Entertainment, E-WOM, and Interactive together influence Consumer Intention. These results indicate that consumer purchasing interest on the Tukol Sport Instagram account is not only influenced by one factor, but is a combination of content quality, trust in information, and quality of communication with consumers. In the digital marketing practices carried out by Tukol Sport, these three variables complement each other. Interesting content makes users stop to view the post (Entertainment), then comments and reviews from other consumers provide confidence in the quality of the product (E-WOM), while the admin's response to consumer questions strengthens trust before making a purchase (Interactive). For example, when Tukol Sport uploads the latest shoe promo with an attractive visual design, the attention of followers is first built through the Entertainment element. Potential consumers then read comments and testimonials from other customers to gain additional information about the product's quality. Furthermore, if they remain unsure, consumers can interact directly with the admin through comments or Direct Messages to obtain information about size, color, or stock availability. The combination of these three activities together builds consumer confidence and increases their desire to purchase the product. Thus, Tukol Sport's digital marketing strategy through Instagram demonstrates that successfully increasing Consumer Intention depends not only on the quality of the product sold, but also on the ability to manage engaging content, build positive customer reviews, and create responsive communication with consumers.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

These results indicate that the Interactive variable is the largest contributor to Consumer Intention, as it has the highest path coefficient value compared to other variables. It can be concluded that Tukol Sport's ability to respond quickly to followers, fostering two-way communication and actively engaging the audience, is key to its digital marketing strategy, while not neglecting the importance of entertaining content and positive consumer reviews as supporting factors.

CONCLUSION

This study shows that Social Media Marketing activities consisting of Entertainment, Electronic Word of Mouth (E-WOM), and Interactive have a positive and significant effect on Consumer Intention on the Tukol Sport Ponorogo Instagram account, both partially and simultaneously. The Interactive variable contributes the largest influence compared to other variables, followed by E-WOM and Entertainment. Simultaneously, the three variables are able to explain 68.3% of the variation in Consumer Intention, thus indicating that the combination of interesting content, positive customer reviews, and responsive communication are important factors in building consumer interest in purchasing sports products through social media. This finding confirms that the success of a digital marketing strategy is not only determined by the quality of the information conveyed, but also by the company's ability to create an interesting experience and continuous interaction with consumers.

This study has limitations because it was only conducted on one research object, namely the Tukol Sport Ponorogo Instagram account, using an accidental sampling technique, so the results cannot be generalized to all sports retail businesses or other social media platforms. Furthermore, the study only explains 68.3% of the variation in Consumer Intention, so there are still other factors outside the model that have the potential to influence consumer interest. Future research is recommended to expand the research object, use probability sampling techniques, compare several social media platforms, and add variables such as brand trust, brand image, customer engagement, or perceived value. Practically, the results of this study provide a basis for Tukol Sport and similar businesses to develop digital marketing strategies through creative content presentation, encouraging positive customer reviews, and improving the quality of interactions with consumers to be able to strengthen sustainable purchasing interest.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

REFERENCES

Alsoud, M., Trawnih, A., Yaseen, H., Ratib, A., & Abdel, O. (2024). How could entertainment content marketing affect intention to use the metaverse? Empirical findings. *International Journal of Information Management Data Insights, 4*(2), Article 100258. https://doi.org/10.1016/j.jjimei.2024.100258

Andirwan, A., Asmilita, V., Zhafran, M., Syaiful, A., & Beddu, M. (2023). Strategi pemasaran digital: Inovasi untuk maksimalkan penjualan produk konsumen di era digital. *Jurnal Ilmiah Multidisiplin Amsir, 2*(1), 155–166.

Atiq, M., Abid, G., & Anwar, A. (2022). Influencer marketing on Instagram: A sequential mediation model of storytelling content and audience engagement via relatability and trust. *Frontiers in Psychology, 13*, Article 345.

Candraningrat, N., Niken, S., & Zainul, W. (2024). An overview and framework for a marketing viewpoint on digital business models. *Journal of Managerial Sciences and Studies, 2*(1), 426–441.

Chaturvedi, V., & Singh, N. (2022). The influence of social media marketing on consumers behavior. *International Journal of Information Technology and Management, 16*(1), 63–70.

Desrtriyanto, E., Ayuningtyas, P., Setiawan, F., & Purwaningrum, T. (2022). The role of electronic word of mouth in mediating TikTok social media toward the organizational image of Universitas Muhammadiyah Ponorogo. *Jurnal Ilmiah Bidang Ilmu Ekonomi, 17*(1), 14–22.

Djati, B. S., & Abdurrahman, A. (2024). Aktivitas pemasaran melalui media sosial Instagram dan ekuitas merek serta pengaruhnya terhadap niat beli konsumen. *Journal of Economics, Business, Accounting and Management (JEBAM), 2*(1), 97–109.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hanoko, P. F., & Effy, R. Z. (2021). Analisis pengaruh komunikasi electronic word of mouth terhadap brand equity dan purchase intention pada luxury fashion item e-commerce Bananania di media sosial Instagram. *Jurnal Ilmiah Indonesia, 6*(7), 3245–3259.

Kim, K., Chung, T. L. D., & Fiore, A. M. (2023). The role of interactivity from Instagram advertisements in shaping young female fashion consumers' perceived value and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

behavioral intentions. *Journal of Retailing and Consumer Services, 70*, Article 103153.

Kurniawan, F. U., & Yasya, W. (2025). Pengaruh electronic word of mouth (E-WOM) di media sosial Instagram terhadap minat berkunjung followers @Rummahgoa. *Social Sciences Journal, 1*(2), 73–82.

Kurniawan, Y. A., & Sastika, W. (2024). Analisis strategi influencer marketing pada Instagram Studio Dapur tahun 2024. *Jurnal Riset Bisnis dan Investasi, 13*(3), 1538–1549. https://doi.org/10.34127/jrlab.v13i3.1202

Leon Saputra, I. K., & Wardana, I. M. (2023). Pengaruh social media marketing, brand image, dan electronic word of mouth terhadap minat beli konsumen. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana, 12*(1), 43–51.

Luthfiyatillah, L., Millatina, A. N., Mujahidah, S. H., & Herianingrum, S. (2020). Efektivitas media Instagram dan electronic word of mouth terhadap minat beli serta keputusan pembelian. *Jurnal Penelitian IPTEK, 5*(1), 101–115.

Mustika, A., Thaha, A. R., & Wulandari, A. (2022). How interactivity of Instagram ads through hedonic motivation can affect purchase interest. *Journal of Applied Management, 20*(1), 98–108.

Ningsi Wahyu, P. W., & Ekowati, S. (2021). Pengaruh promosi di media sosial dan word of mouth terhadap keputusan pembelian skincare MS Glow. *Jurnal Manajemen Modal Insani dan Bisnis, 2*(1), 50–57.

Pandjaitan, R. H. (2024). The social media marketing mix trends in Indonesia for 2024: Communication perspective. *Komunikasi, 9*(1), 251–269.

Riandy, K., & Firdausy, M. C. (2022). Pengaruh informativeness, entertainment, dan personalization terhadap advertising value dengan dampaknya terhadap purchase intention pada pelanggan Instagram Ambu Coffee di Cibinong. *Jurnal Manajerial dan Kewirausahaan, 4*(2), 409–416.

Sekaran, U. (2014). *Research methods for business: A skill-building approach* (6th ed.). John Wiley & Sons.

Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Udhayalaksami, G. (2024). Navigating digital frontiers: The impact and influence of social media in modern marketing. *International Journal of Management, 11*(1), 55–60.

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science, 46*(2), 186–204.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Wijianto. (2024). Strategi Pengembangan Wisata Alami Dalam Era Digitalisasi. *Jurnal Ilmiah Edunomika*, *08*(02), 1–10.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.