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

Social Influence And Its Impact On Purchase Intention Among Miniso Customers In Bandar Lampung

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Abstract

This study aims to analyze the influence of face-to-face friendship, electronic word-of-mouth (e-WOM) readership, and social media viewership on the purchase intentions of Miniso consumers in Bandar Lampung. The study employed a quantitative approach using a survey method involving 120 respondents selected through purposive sampling. Data were collected via a Likert-scale questionnaire and analyzed using multiple linear regression. The results indicate that face-to-face friendship, e-WOM readership, and social media viewership have a positive and significant effect on purchase intention, with social media viewership being the most influential variable. The coefficient of determination (R^2) value of 0.695 indicates that these three variables account for 69.5% of the variation in consumer purchase intent. These findings suggest that social interaction whether in person or through digital media plays a crucial role in shaping consumer purchase intent in the modern retail industry. This study provides an empirical contribution to the literature on the influence of social factors on consumer behavior.

Keywords: face-to-face friendship, electronic word of mouth, social media viewership, purchase intent, retail.

INTRODUCTION

As social beings, humans are inextricably linked to interactions that influence various aspects of life, including consumption behavior. In the digital age, purchasing decisions are no longer based solely on needs but are also influenced by recommendations, reviews, and information obtained through social circles and digital media. According to Kotler and Keller (2016), social interactions can shape consumer preferences and purchase intentions because individuals tend to consider the opinions of others before making a purchase. In the context of consumer behavior, social influence

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can be explained through face-to-face friendships, electronic word-of-mouth (e-WOM) readership, and social media viewership. These three dimensions play a role in shaping consumer perceptions through recommendations from friends, online reviews, and social media content. As the modern retail industry in Indonesia continues to grow, these factors are becoming increasingly important in influencing consumer purchase intentions.

One of the rapidly growing retailers is Miniso, which already has hundreds of stores in Indonesia, including in Lampung Province. In Lampung Province, Miniso's first store officially opened on November 29, 2017, at Kartini Mall in Bandar Lampung (Sari, 2017). To date, Miniso has ten stores spread across several regions, namely Bandar Lampung, Bandar Jaya, Metro, Pringsewu, and Kotabumi. Miniso's rapid growth reflects high consumer interest, but purchasing decisions are believed to be influenced not only by product characteristics but also by social factors.

Figure 1. Miniso Logo



Source: miniso.com (2025)

Miniso is a lifestyle retailer that offers high-quality products with minimalist designs at affordable prices. The wide variety of products offered—ranging from home goods, beauty products, and stationery to collaborative collections with various popular brands—has made Miniso a sought-after retailer, particularly among young people. On the other hand, Miniso faces competition from similar retailers such as Nice So, Oh!Some, and Usupso, making it necessary to implement strategies that can boost consumer purchase intent.

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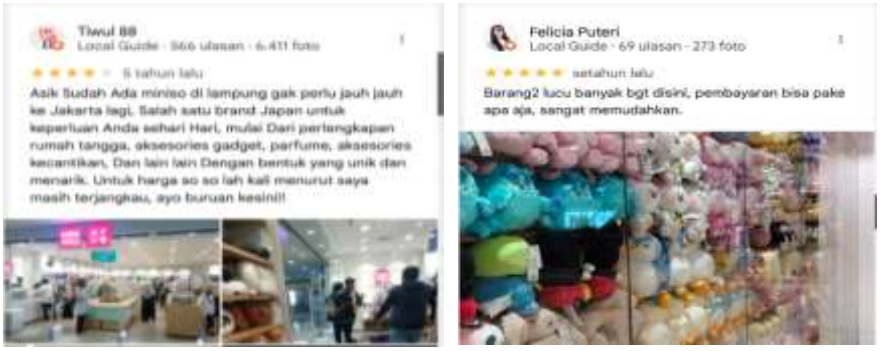


Figure 2. Miniso Product Reviews

Source: Google Reviews (2025)

Miniso's growth is closely tied to social influences, whether through direct interaction (face-to-face friendships) or digital media, such as electronic word of mouth (e-WOM) readership and social media viewership. Preliminary survey results from 25 respondents indicate that recommendations from friends are one of the primary sources of information before making a purchase, followed by consumer reviews and social media content. However, these recommendations do not always lead to Miniso, as consumers also obtain information about competing brands. Additionally, observations of Google Reviews and Miniso's social media show both positive and negative reviews that have the potential to shape perceptions and influence consumers' purchase intentions.

Previous research on the influence of face-to-face friendship, e-WOM readership, and social media viewership on purchase intention has yielded inconsistent results. Liang et al. (2024) found that face-to-face friendship has a significant effect on purchase intention, whereas Erkan and Evans (2018) obtained different results. These differing findings indicate a research gap, necessitating further study on the influence of these three dimensions of social influence on the purchase intentions of Miniso consumers in Bandar Lampung.

LITERATURE REVIEW

According to Kotler et al. (2022), marketing is a series of activities and processes aimed at creating, communicating, delivering, and exchanging value with customers and stakeholders. Thus, marketing is not only sales-oriented but also focuses on meeting consumer needs by providing value that leads to customer satisfaction and corporate success.

Consumer behavior refers to the actions of individuals or households in selecting, purchasing, using, and evaluating products or services to satisfy their needs and wants

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(Kotler & Armstrong, 2017). Kotler and Keller (2016) explain that consumer behavior is influenced by four main factors: cultural, social, personal, and psychological.

The theory of social influence proposed by Kelman (1958) explains that individuals' attitudes and behaviors are influenced by others through three mechanisms: conformity, identification, and internalization. In this study, social influence was measured across three dimensions: face-to-face friendship, electronic word-of-mouth (e-WOM) readership, and social media viewership.

a) Face-to-face friendship is an influence that arises through direct interaction with friends who share a close, trusting relationship (Gellerstedt & Arvemo, 2019).
b) Electronic word of mouth (e-WOM) readership refers to consumers' activity of reading reviews or other users' experiences online as a source of information before making a purchase (Al-Adwan et al., 2022).
c) Meanwhile, social media viewership refers to consumers' exposure to product content on social media, which can increase their interest and purchase intent (Choi & Rifon, 2012).

Purchase intention is a consumer's tendency to buy a product after evaluating the information received (Nuseir, 2019). Purchase intention is influenced by consumers' perceptions, attitudes, and the information they receive, and serves as an important indicator for predicting purchasing behavior (Alrwashdeh et al., 2019).

METHODOLOGY

This study aims to analyze the influence of these three dimensions of social influence on the purchase intentions of Miniso customers in Bandar Lampung. The study employs a quantitative approach using a survey design involving 120 respondents selected through purposive sampling. Data were collected via a Likert-scale questionnaire and analyzed using multiple linear regression.

DISCUSSION

Validity Test

Table 1. Summary of Validity Tests

Variable	Item	KMO Measure Of Sampling Adequacy	Anti Image Corelation	Factor Loading	Description
Face-to-face Friendship (X1)	X1.1	0,766	0,773	0,803	Valid
	X1.2		0,762	0,786	Valid
	X1.3		0,717	0,878	Valid
	X1.4		0,842	0,779	Valid

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E-Wom Readership (X2)	X2.1	0,723	0,706	0,875	Valid
	X2.2		0,718	0,868	Valid
	X2.3		0,747	0,853	Valid
Social Media Viewership (X3)	X3.1	0,582	0,754	0,900	Valid
	X3.2		0,517	0,863	Valid
	X3.3		0,545	0,927	Valid
	X3.4		0,506	0,836	Valid
	X3.5		0,635	0,893	Valid
Intention to Buy (Y)	Y1	0,700	0,724	0,871	Valid
	Y2		0,754	0,857	Valid
	Y3		0,645	0,922	Valid

Data source: Data processed by the researcher in 2026

Based on the results of the validity test, all indicators for the variables face-to-face friendship (X1), e-WOM readership (X2), social media viewership (X3), and purchase intention (Y) were deemed valid because they had KMO-MSA, anti-image correlation, and factor loadings greater than 0.50.

Reliability Test

Table 2. Reliability Test Results

Variable	Item	Cronbach Alpha	Description
Face-to-face Friendship (X1)	X1.1	0,828	Reliable
	X1.2		Reliable
	X1.3		Reliable
	X1.4		Reliable
Social Media Viewership (X2)	X2.1	0,830	Reliable
	X2.2		Reliable
	X2.3		Reliable
E-Wom Readership (X3)	X3.1	0,930	Reliable
	X3.2		Reliable
	X3.3		Reliable
	X3.4		Reliable
Intention to Buy (Y)	Y1	0,858	Reliable
	Y2		Reliable
	Y3		Reliable

Data source: Data processed by the researcher in 2026

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The results of the reliability test showed that all research variables were deemed reliable because they had a Cronbach's Alpha value > 0.60. Based on respondent characteristics, this study involved 120 respondents, predominantly women (77.5%), aged 18–24 (52.5%), with a high school education (60%), students (75%), and monthly expenditures of less than Rp1,000,000 (35.8%). These characteristics indicate that the majority of respondents are young people, who constitute Miniso's primary target market. The results of the descriptive analysis show that all research variables fall into the high category: Face-to-Face Friendship with a mean score of 4.33, E-WOM Readership at 4.23, Purchase Intention at 4.20, and Social Media Viewership at 4.13. These findings indicate that recommendations from friends, online reviews, and exposure to social media content play a significant role in shaping consumers' purchase intentions toward Miniso products in Bandar Lampung.

Multiple Linear Regression Test

Table 3. Results of Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	-2.778	0,955		-2,910	0,004
	Face-to-face Friendship (X1)	0,292	0,074	0,322	3,947	<0,001
	E-Wom Readership (X2)	0,194	0,061	0,224	3,179	0,002
	Social Media Viewership (X3)	0,375	0,046	0,517	8,064	<0,001
a. Dependent Variable : Y						

Data source: Data processed by the researcher in 2026

The results of the multiple linear regression analysis show that Face-to-Face Friendship, E-WOM Readership, and Social Media Viewership have positive regression coefficients of 0.322, 0.224, and 0.517, respectively, resulting in the following regression equation:

$$Y = -2,702 + 0,322X_1 + 0,224X_2 + 0,517X_3$$

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The results indicate that all three independent variables have a positive effect on Miniso customers' purchase intent in Bandar Lampung. Among the three variables, Social Media Viewership has the largest coefficient (β = 0.517), making it the variable with the most dominant influence on increasing customers' purchase intent.

Partial Test

Table 4. t-Test

Variable	Calculated t	Table t	Sig	Description
H1: The Effect of Face-to-Face Friendship on Purchase Intent	3,947	1,96	.001	The hypothesis is supported
H2: E-Wom Readership and Purchase Intent	3,179	1,96	<.001	The hypothesis is supported
H3: Social Media Viewership and Purchase Intent	8,064	1,96	<.001	The hypothesis is supported

Data source: Data processed by the researcher in 2026

The results of the hypothesis testing indicate that Face-to-Face Friendship (X_1), E-WOM Readership (X_2), and Social Media Viewership (X_3) have a positive and significant effect on Miniso customers' purchase intentions in Bandar Lampung. This is indicated by the calculated t-values for each variable being greater than the critical t-value (1.981) and significance levels < 0.05, thus supporting all research hypotheses.

1. **The Effect of Face-to-Face Friendships on Miniso Customers' Purchase Intentions in Bandar Lampung.**
   The results of the hypothesis testing show that face-to-face friendship has a positive and significant effect on the intention to purchase Miniso products in Bandar Lampung (β = 0.322; p < 0.05), thus accepting the first hypothesis. These findings indicate that the stronger the direct interaction with friends or family, the higher the consumers' intention to purchase Miniso products. Recommendations from close acquaintances are viewed as more credible because they are based on real experiences, thereby increasing consumer trust and confidence in the product. These research results support the Social Influence theory proposed by Deutsch and Gerard (1955), which explains that individual decisions are influenced by informational and normative influences within the social

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environment. Furthermore, these findings align with the research by S. Z. Liang et al. (2024), which states that "Face-to-Face Friendship" is one dimension of social influence that plays a positive role in purchase intention. In the context of Miniso, recommendations from friends and family serve as a key source of information that shapes positive perceptions and drives consumers' purchase intentions.

2. **The Effect of Social Media Viewership on Miniso Customers' Purchase Intentions in Bandar Lampung.**

   Based on the results of the hypothesis testing, it was found that Social Media Viewership (X2) has a positive and significant effect on the Purchase Intention for Miniso products in Bandar Lampung. The regression analysis results show a significance level of $p < 0.05$ with a regression coefficient of 0.224, thus accepting the second hypothesis (H2). This means that the higher the intensity with which consumers view Miniso content on social media, the higher their intention to purchase these products. Social media serves as a source of information capable of shaping perceptions and increasing consumer interest in products. This finding aligns with the research by S. Z. Liang et al. (2024), which states that social media viewership is one dimension of social influence that has a positive effect on purchase intention. Additionally, Erkan & Evans (2016) explain that information obtained through social media increases information usefulness, thereby helping consumers evaluate products and make purchasing decisions. In this study, the strong influence of social media viewership is supported by the characteristics of Miniso consumers, who actively use social media as a source of information before making a purchase. The more frequently consumers view Miniso product content, reviews, or recommendations on social media, the greater the trust and positive perceptions that are formed, thereby driving an increase in purchase intention.

3. **The Effect of E-WOM Readership on the Intention to Purchase Miniso Products in Bandar Lampung.**

   Based on the results of the hypothesis testing, the E-WOM Readership variable has a positive and significant effect on the purchase intention for Miniso products in Bandar Lampung, thus supporting the third hypothesis (H3). The regression results show a coefficient value of 0.517 with a significance level of $p < 0.05$, meaning that the higher the intensity with which consumers read online reviews about Miniso products, the higher their purchase intention. Online reviews serve as a source of information that helps consumers understand the quality, benefits, and experiences of other users, thereby increasing trust in the product. This finding aligns with the research by S. Z. Liang et al. (2024), which states that E-WOM Readership is one dimension of social influence that has a positive effect on purchase intention, and is supported by Erkan & Evans (2016), who explain that

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the quality, credibility, and usefulness of information in electronic word-of-mouth can increase consumer purchase intention. In this study, the high influence of E-WOM Readership also reflects the habits of Miniso consumers in Bandar Lampung, who seek reviews through social media and online shopping platforms before purchasing products. Therefore, the higher the quality and credibility of the reviews they read, the greater their trust and the higher their intention to purchase Miniso products.

Test of the Coefficient of Determination (R^2)

Table 5. Coefficient of Determination (R^2) Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	.695	.687	1,02616
a. Predictors: (Constant), Total.X3, Total.X1, Total.X2				

Data source: Data processed by the researcher in 2026

Table 5. shows that the coefficient of determination (R^2) is 0.695, meaning that Face-to-Face Friendship, E-WOM Readership, and Social Media Viewership account for 69.5% of the variation in Purchase Intention, while the remaining 30.5% is influenced by other factors outside the research model. Furthermore, the correlation coefficient (R^2) of 0.834 indicates that the relationship between the three independent variables and purchase intention is very strong, suggesting that the research model effectively explains consumers' purchase intention toward Miniso products in Bandar Lampung.

CONCLUSION

This study aims to analyze the influence of Face-to-Face Friendship, Social Media Viewership, and E-WOM Readership on the purchase intention for Miniso products in Bandar Lampung. The results show that all three variables have a positive and significant influence on consumer purchase intention. Face-to-Face Friendship increases purchase intention through recommendations and experiences shared by friends and family; Social Media Viewership drives purchase intention through exposure to product content on social media; and E-WOM Readership reinforces purchase intention through informative, relevant, and credible online reviews. These findings confirm that social influence plays a crucial role in shaping consumers' perceptions and purchasing decisions; therefore, Miniso needs to optimize its marketing strategies by leveraging social interactions, social media, and digital reviews to boost consumer purchase intent.

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