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The Effect Of Social Media Marketing Dimensions On Purchase Intention For Fashion Products (A Study Of The Instagram Account Of Sukkha Citta Indonesia)

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Abstract

This study aims to analyze the influence of social media marketing dimensions including Entertainment, Customization, Interaction, Electronic Word of Mouth (e-WOM), and Trends on the purchase intention for SukkhaCitta Indonesia fashion products via Instagram. This study employs a quantitative approach using a survey method. Data were collected via an online questionnaire distributed to 180 respondents selected using non-probability sampling techniques, namely purposive sampling and quota sampling. Data analysis was conducted using descriptive analysis and multiple linear regression. The results of the study indicate that Entertainment, Customization, Interaction, e-WOM, and Trends each have a positive and significant influence on purchase intention. Collectively, these five dimensions also have a significant influence on purchase intention, with an F-value of 27.131 and a significance level of <0.001. The adjusted R-squared value of 0.422 indicates that these five variables explain 42.2% of the variation in consumer purchase intent. Among the variables studied, e-WOM emerged as the most dominant variable based on a standardized beta value of 0.226. These findings suggest that social media marketing activities—through the presentation of content that is entertaining, relevant, interactive, trend-driven, and supported by positive consumer recommendations—can increase purchase intent for SukkhaCitta Indonesia's fashion products.

Keywords: social media marketing, entertainment, customization, interaction, e-WOM, trends, purchase intent.

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INTRODUCTION .

The fashion industry is one of the creative economy sectors that plays a role in meeting consumer needs while also serving as a means of self-expression and social identity. Advances in digital technology have driven changes in consumer behavior and an increase in online shopping (Uniform Market, 2024). However, the growth of fast fashion has also raised environmental concerns, including textile waste, the use of chemicals, and the exploitation of natural resources (B. Kim et al., 2023). These conditions have spurred the growth of sustainable fashion, which emphasizes the use of eco-friendly materials, responsible production processes, and more environmentally conscious consumption.

These developments have increased the need for sustainable fashion companies to adopt communication strategies capable of conveying product value to consumers. Social media marketing (SMM) has emerged as a relevant strategy because it enables companies to convey information, build interactions, increase engagement, and drive electronic word of mouth (eWOM) (Rosário & Raimundo, 2021; Balakrishnan et al., 2014). In this study, SMM is operationalized through five dimensions—Entertainment, Interaction, Trendiness, Customization, and eWOM—as used in previous research (Bushara et al., 2023; Godey et al., 2016; Kim & Ko, 2010; Septiana et al., 2024). Instagram is a relevant platform due to its visual nature and the variety of interactive features it offers for conveying product information and sustainability values.

One sustainable fashion brand that actively uses Instagram is SukkhaCitta. Founded in 2016, PT Sukkha Citta Indonesia produces clothing and accessories by integrating the principles of sustainability, artisan empowerment, and the preservation of traditional Indonesian textile crafts through the “farm-to-closet” concept. These characteristics make SukkhaCitta a relevant subject for examining the effectiveness of social media marketing in shaping consumer purchase intent**.** Although research on social media marketing (SMM) and purchase intent has been extensively conducted across various sectors including fashion, sustainable products, retail, and cosmetics (Godey et al., 2016; Aji et al., 2020; Alwan & Alshurideh, 2022; Ahmed et al., 2025), studies specifically examining the five dimensions of SMM on purchase intent for sustainable fashion brands in Indonesia remain limited. Therefore, this study aims to analyze the influence of Entertainment, Interaction, Trendiness, Customization, and eWOM in Instagram social media marketing on consumer purchase intent for SukkhaCitta products.

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Figure 1. Sukkhacitta's Instagram Feed



Source: Instagram account @sukkhacitta, 2025

Table 2. Instagram Engagement Rate Data

Instagram Account	Followers	Likes/ Post	Comments/ Post	Engagement / Post	Engagement rate
@sukkhacitta	77.541	355	13,3	369	0,48%
@sarestudio	54.505	134	3,7	138	0,25%
@adriebasuki.id	52.345	74	6,1	80	0,15%

Source: Researcher's Observations, 2026

The Instagram account @sukkhacitta is SukkhaCitta's official, verified account, which has approximately 77,541 followers. The account consistently shares content about products, the production process, local artisans, and sustainability issues through a visual and storytelling approach. Based on the social media marketing (SMM) dimensions outlined by Godey et al. (2016), the entertainment aspect is reflected through aesthetically pleasing and informative visual content, while customization is evident in the provision of information tailored to the audience's needs via the feed, highlights, captions, and links to the official website. The interaction aspect is supported by features such as comments, direct messages, shares, mentions, and interactive features on Instagram Stories. Meanwhile, electronic word of mouth (e-WOM) is evident through positive comments, shares, reposts, and consumer posts, while trendiness is reflected in the coverage of sustainability issues, collection launches, collaborations, and the use of content formats that keep pace with social media trends.

Despite having a relatively high engagement rate, the implementation of SukkhaCitta's SMM still shows some limitations. Product information such as price, size, materials, and stock availability is not always provided in every post, so the audience needs to visit the official website. Two-way interaction is also not yet optimal, as there are still comments that do not receive an immediate response. Furthermore, the e-WOM generated tends to consist of brief compliments, while reviews regarding product

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experience and quality remain limited. Information updates are also inconsistent, as some content continues to repeat similar narratives outside of the product launch period.

Table 3. GMV Estimate Data

No	Business Unit	Product GMV (Rp)	Persentase
1	SARE Studio	314.200.000	58,57%
2	Adrie Basuki	120.913.800	22,54%
3	Sukkha Citta	101.331.000	18,89%

Source: Researcher's Observations, 2026

Based on data from StarNgage (2026), @sukkhacitta has an engagement rate of 0.48%, which is higher than that of SARE Studio (0.25%) and Adrie Basuki (0.15%). However, this figure does not align with Tokopedia's 2025 GMV estimate. SukkhaCitta contributes only 18.89%, which is lower than SARE Studio's 58.57% and Adrie Basuki's 22.54%. This discrepancy indicates a gap between high audience engagement on social media and actual sales performance, suggesting that engagement cannot be directly assumed to be an indicator of purchase intent.These findings are particularly relevant because previous studies have yielded inconsistent results regarding the effect of SMM on purchase intention. Septiana et al. (2024), Kim and Ko (2010), Bushara et al. (2023), Ahmed et al. (2025), Alwan and Alshurideh (2022), and Godey et al. (2016) found a positive effect of SMM on purchase intention. Conversely, Ali and Naushad (2023) found that SMM did not have a significant direct effect on purchase intention, while Wijaya et al. (2021) showed that, of the five dimensions of SMM, only customization had a significant effect. These inconsistencies highlight the need for further testing of the effects of entertainment, customization, interaction, e-WOM, and trendiness on purchase intention, particularly in the context of SukkhaCitta's sustainable fashion products.

LITERATURE REVIEW

Digital marketing has evolved alongside the use of the internet and the World Wide Web since the early 1990s. Kotler and Armstrong (1996) define it as an extension of direct marketing that utilizes interactive technology to reach consumers in an efficient and measurable way. Technological advancements and changes in consumer behavior have made digital marketing a means of communication and promotion that enables companies to reach consumers more broadly, quickly, and interactively (Alwan & Alshurideh, 2022; Aljumah et al., 2021).

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Social media marketing is a component of Marketing 4.0 that leverages digital technology to convey information, foster interaction, increase engagement, and influence consumer decisions (Kotler et al., 2021; Kumar & Hsieh, 2024). In this study, social media marketing refers to the five dimensions identified by Godey et al. (2016): Entertainment, which relates to the enjoyment and appeal of content (Bilgin, 2018); Customization, which indicates the alignment of information with consumer needs; Interaction, which reflects communication and the exchange of information between consumers and companies (Muntinga et al., 2011); Electronic Word of Mouth (eWOM), which involves the dissemination of consumer comments, experiences, and reviews through digital media (Herdinasari & Christiarini, 2024); and Trendiness, which indicates the provision of up-to-date and relevant information about products or brands (Godey et al., 2016).

Consumer behavior is the process by which individuals, groups, or organizations select, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and desires (Kotler et al., 2017). This process involves psychological and environmental factors that influence consumer decisions, including the formation of purchase intentions (Solomon, 2020).

Purchase intention is a consumer's tendency or plan to purchase a product or service in the future after considering various internal and external factors (Schiffman & Kanuk, 2007; Kotler et al., 2017). In the context of social media, purchase intention also reflects consumers' likelihood and desire to purchase a product, which is influenced by recommendations, reviews, and digital interactions (Zeqiri et al., 2024).

METHODOLOGY

This study uses a quantitative causal approach to analyze the influence of Entertainment (X1), Customization (X2), Interaction (X3), eWOM (X4), and Trendiness (X5) on purchase intention (Y). Data were collected via an online questionnaire using Google Forms with a 1–5 Likert scale. The study population consisted of Indonesians who have an Instagram account and have visited the SukkhaCitta Instagram account. The sample was selected using non-probability sampling with purposive and quota sampling techniques, based on the criteria of residing in Indonesia, being familiar with SukkhaCitta's Instagram content, and having an interest in or intention to purchase its products. Based on 18 indicators, 180 respondents were selected and distributed proportionally across regions in Indonesia. The data were analyzed using multiple linear regression.

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DISCUSSION

Validity Test

Table 4. Results of the Validity Test for Research Variables

Variable	Item	KMO	Anti Image	Factor Loading	Description
Entertainment	X1.1	0,625	0,748	0,727	Valid
	X1.2		0,611	0,846	Valid
	X1.3		0,583	0,897	Valid
Customization	X2.1	0,697	0,706	0,821	Valid
	X2.2		0,711	0,818	Valid
	X2.3		0,678	0,843	Valid
Interaction	X3.1	0,677	0,663	0,855	Valid
	X3.2		0,775	0,785	Valid
	X3.3		0,633	0,886	Valid
E-WOM	X4.1	0,698	0,689	0,834	Valid
	X4.2		0,694	0,830	Valid
	X4.3		0,713	0,816	Valid
Trend	X5.1	0,681	0,739	0,777	Valid
	X5.2		0,655	0,841	Valid
	X5.3		0,665	0,831	Valid
Intention to Buy	X6.1	0,714	0,738	0,845	Valid
	X6.2		0,726	0,851	Valid
	X6.3		0,684	0,878	Valid

Source: SPSS Data Analysis Results, 2026

Based on Table 4, all items in the variables Entertainment (X1), Customization (X2), Interaction (X3), e-WOM (X4), Trendiness (X5), and purchase intention (Y) were found to be valid. This is indicated by KMO values ranging from 0.625 to 0.714, anti-image values ranging from 0.583 to 0.775, and factor loadings ranging from 0.727 to 0.897, all of which meet the validity criteria. Thus, all instruments are suitable for use in this study.

Reliability Test

Table 5. Results of the Reliability Test for Research Variables

Variable	Cronbach's Alpha	Description
Entertainment (X1)	0,768	Reliable
Customization (X2)	0,769	Reliable

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Interaction (X3)	0,793	Reliable
E-WOM (X4)	0,768	Reliable
Trend (X5)	0,750	Reliable
Intention to Buy (Y)	0,816	Reliable

Source: SPSS Data Analysis Results, 2026

Based on Table 5, all variables had Cronbach's Alpha values ranging from 0.750 to 0.816, indicating that the entire instrument was reliable. Of the 180 respondents, the majority were women (57.8%), aged 17–31 (74.4%), held a bachelor's degree (56.1%), and were from Western Indonesia (80%). The average scores for Entertainment (4.15), Customization (4.09), Interaction (4.04), e-WOM (4.09), Trend (4.13), and purchase intention (4.29) indicate positive evaluations. Next, classical assumption tests were conducted as a prerequisite for multiple linear regression.

Normality Test

Table 6. Results of the Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstadardized Residual
N			180
Normal Parameters[a,b]	Mean		0,0000000
	Std. Deviation		1,07529106
Most Extreme Differences	Absolute		0,056
	Positive		0,052
	Negative		-0,056
Test Statistic			0,056
Asymp. Sig. (2-tailed)			0,200
Monte Carlo Sig. (2-tailed)	Sig.		0,190
	99% Confidence Interval	Lower Bound	0,180
		Upper Bound	0,200

Source: SPSS Data Analysis Results, 2026

The Kolmogorov-Smirnov normality test yielded an Asymp. Sig. value of 0.200 > 0.05, indicating that the residuals are normally distributed. The multicollinearity test showed that all variables had a Tolerance > 0.10 and a VIF < 10, indicating that there is no multicollinearity. Meanwhile, the heteroscedasticity test showed that all significance values were > 0.05, namely X1 (0.371), X2 (0.363), X3 (0.348), X4 (0.944), and X5

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(0.939), indicating that there is no heteroscedasticity. Thus, all classical assumptions are met, and the regression model is suitable for further analysis.

F-Test

Table 7. Results of the Simultaneous ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	161,359	5	32,272	27,131	<0,001
Residual	206,969	174	1,189		
Total	368,328	179			

Source: SPSS Data Analysis Results, 2026

The F-test showed a calculated F-value of 27.131, which is greater than the table F-value of 2.26, with a significance level of < 0.001 < 0.05. Thus, Entertainment, Customization, Interaction, e-WOM, and Trend simultaneously have a significant effect on purchase intention. These results indicate that the regression model is suitable for explaining consumers' purchase intention toward SukkhaCitta products.

Test of the Coefficient of Determination (R^2)

Table 8. Results of the Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,662	0,438	0,422	1,091

Source: SPSS Data Analysis Results, 2026

The R value of 0.662 indicates a fairly strong positive relationship between the five independent variables and purchase intention. The adjusted R-squared value of 0.422 indicates that Entertainment, Customization, Interaction, e-WOM, and Trend collectively explain 42.2% of the variation in purchase intention, while 57.8% is influenced by other factors outside the research model.

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Results of Multiple Linear Regression

Table 9. Results of Multiple Linear Regression

Model	Unstandarized Coefficients		Standarized Coefficient Beta	t	Sig.	Conclusion
	B	Std. Error				
(Constant)	4,384	0,772		5,675	<0,001	
X1 Entertainment	0,196	0,056	0,233	3,505	<0,001	Accepted
X2 Customization	0,133	0,055	0,200	2,402	0,017	Accepted
X3 Interaction	0,099	0,045	0,139	2,217	0,028	Accepted
X4 E-WOM	0,156	0,043	0,226	3,626	<0,001	Accepted
X5 Trend	0,110	0,052	0,164	2,125	0,035	Accepted

Source: SPSS Data Analysis Results, 2026

The multiple linear regression equation is obtained as follows:

$$Y = 4{,}384 + 0{,}196X_1 + 0{,}133X_2 + 0{,}099X_3 + 0{,}156X_4 + 0{,}110X_5$$

The regression results show that all social media marketing variables have a positive and significant effect on purchase intention. Entertainment has an effect of 0.196 ($p<0.001$), Customization of 0.133 ($p=0.017$), Interaction of 0.099 ($p=0.028$), e-WOM by 0.156 ($p < 0.001$), and Trend by 0.110 ($p = 0.035$). Thus, the better the entertainment, personalization, interaction, electronic recommendations, and timeliness of SukkhaCitta's Instagram content, the higher consumers' purchase intent. Entertainment has the greatest influence, while Interaction has the lowest. Overall, all research hypotheses were accepted.

1. **The Influence of Entertainment on Purchase Intentions**
   The results of the study indicate that entertainment has a positive and significant effect on the intention to purchase SukkhaCitta fashion products ($\beta = 0.233$; $t = 3.505$; Sig. < 0.001). This means that the more engaging, enjoyable, and entertaining SukkhaCitta's Instagram content is, the higher consumers' intention to purchase.

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Figure 2. Example of a post containing entertainment content



Source: Sukkhacitta's Instagram post, 2026

The results of the descriptive analysis show an average score of 4.15 for the "Entertainment" category, with the highest score of 4.21 for the indicator of interest in Instagram content. These findings suggest that visual appeal and engaging information presentation can create positive experiences and capture the audience's attention. However, the "information gathering" indicator received the lowest score of 4.12, indicating that interest in the content does not always prompt the audience to take further action. Overall, these results confirm that entertaining and aesthetically pleasing content can enhance consumers' emotional engagement and foster purchase intent. These findings align with those of Kim & Ko (2010), Godey et al. (2016), and Septiana et al. (2024), who found that entertainment in social media marketing has a positive and significant effect on consumer responses and purchase intent.

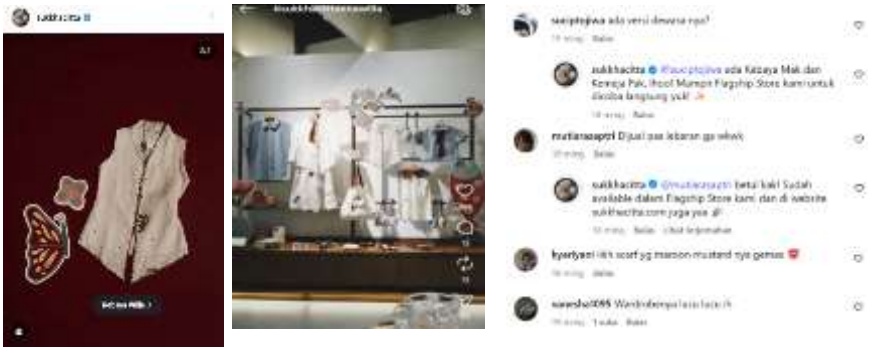
2. **The Effect of Customization on Purchase Intent**

The results of the study indicate that customization has a positive and significant effect on purchase intent for SukkhaCitta Indonesia's fashion products (β = 0.200; t = 2.402; Sig. = 0.017), thus supporting the second hypothesis. This means that the more the information presented on SukkhaCitta's Instagram aligns with consumers' needs and preferences, the higher their purchase intent. Descriptively, Customization scored an average of 4.09, with the highest score of 4.18 on the indicator of providing interesting information tailored to consumer needs, indicating that thematic, personalized, and relevant product content can increase audience engagement. However, the "information search" indicator received the lowest score of 3.99, suggesting that consumers still face limitations in independently obtaining technical information such as product availability, size, and price.

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Figure 3. Example of an upload containing customizations



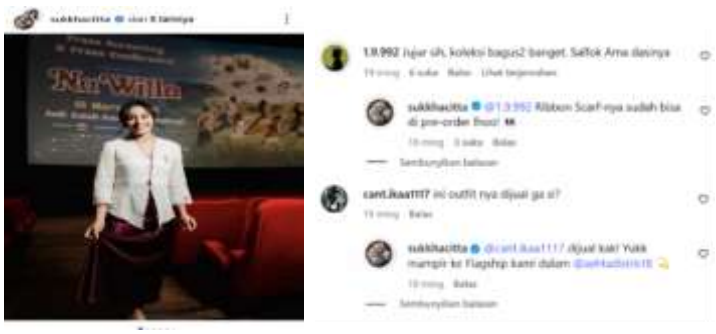
Source: Sukkhacitta's Instagram post, 2026

These findings indicate that SukkhaCitta cannot rely solely on visuals and content personalization but must also improve the ease of access to product information. These results align with those of Wijaya et al. (2021), Kim and Ko (2010), and Septiana et al. (2024), who found that information and offers tailored to consumer needs can increase trust, satisfaction, and ultimately drive purchase intent. Thus, SukkhaCitta's Instagram account's ability to provide relevant, personalized, and easily accessible information has proven to be a key factor in boosting consumer purchase intent.

3. **The Effect of Interaction on Purchase Intent**

The results of the study indicate that the interaction has a positive and significant effect on purchase intention for SukkhaCitta Indonesia fashion products (β = 0.139; t = 2.217; Sig. = 0.028), thus supporting the third hypothesis. Although it has the smallest regression coefficient compared to the other independent variables, interaction via Instagram still contributes to an increase in consumer purchase intention.

Figure 4. Example of a post containing interactions



Source: Sukkhacitta's Instagram post, 2026

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Descriptively, the Interaction variable had a mean of 4.04, with the highest score in the ease of expressing opinions about SukkhaCitta on social media (4.13), indicating that consumers find it fairly easy to interact and share their opinions through the comment section. Meanwhile, the lowest score was for the ease of sharing information and opinions related to SukkhaCitta (3.91), indicating that consumers' motivation to share or repost still needs to be improved. Therefore, SukkhaCitta needs to strengthen two-way communication by actively responding to comments and creating content that encourages discussion and information sharing. These findings align with those of Kim and Ko (2010) and Aji et al. (2020), who demonstrated that effective social media interaction can strengthen the relationship between consumers and a product, build positive perceptions, and ultimately increase purchase intent.

4. **The Effect of Electronic Word of Mouth (e-WOM) on Purchase Intention**

The results of the study indicate that Electronic Word of Mouth (e-WOM) has a positive and significant effect on the purchase intention for SukkhaCitta Indonesia fashion products (β = 0.226; t = 3.626; Sig. < 0.001), thus supporting the fourth hypothesis. e-WOM emerged as the most dominant variable, with an average score of 4.09 in the high category. Willingness to recommend the product received the highest score of 4.13, while positive comments received the lowest score of 4.00.

Figure 5. Example of a post containing e-WOM



Sumber: Unggahan Instagram Sukkhacitta, 2026

These findings indicate that consumers are more active in personally recommending products via social media than in leaving comments on company accounts. These results are consistent with Septiana et al. (2024), Kim and Ko (2010), and Aji et al. (2020), who state that positive consumer recommendations

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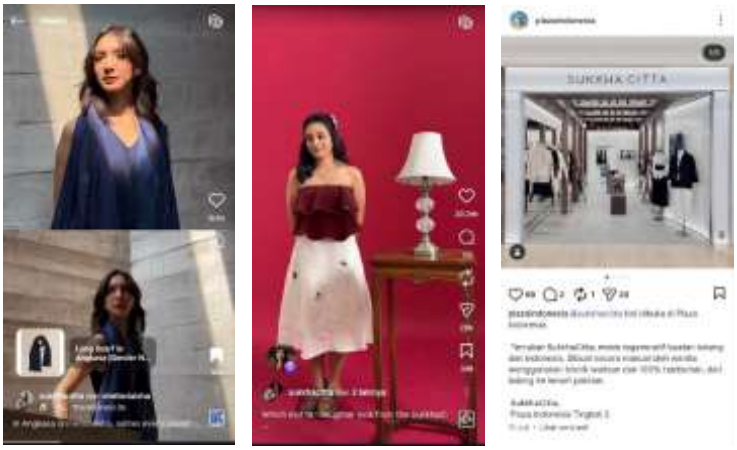
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and experiences on social media can increase trust and purchase intent. Therefore, SukkhaCitta needs to strengthen e-WOM through interactive content and incentives that encourage consumers to share their experiences and recommend products.

5. **The Effect of Trends on Purchase Intentions**

The results of the study indicate that the Trend variable has a positive and significant effect on the intention to purchase SukkhaCitta Indonesia fashion products (β = 0.164; t = 2.125; Sig. = 0.035), thus supporting the fifth hypothesis.

Figure 6. Example of a post that follows a trend



Source: Sukkhacitta's Instagram post, 2026

The "Trend" variable scored an average of 4.13 in the "high" category, with the highest score of 4.14 for the ability to follow current trends and present up-to-date information, while the presentation of up-to-date information received the lowest score of 4.10. These findings indicate that content relevant to trends can increase consumer interest, although SukkhaCitta still needs to improve the speed and frequency of its information updates. These research results are consistent with Godey et al. (2016) and Ahmed et al. (2025), who state that information that is up-to-date, relevant, and in line with current trends can increase consumer response and purchase intent.

CONCLUSION

Research shows that Entertainment, Customization, Interaction, e-WOM, and Trends in SukkhaCitta Indonesia's Instagram social media marketing have a positive and significant effect on the intention to purchase fashion products, with e-WOM as the most dominant variable and Interaction as the variable with the smallest effect (β = 0.139). Therefore, SukkhaCitta is advised to improve the quality of entertainment and the

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personalization of information, encourage interaction through repost programs and quizzes, strengthen e-WOM through UGC and comment incentives, and expedite the delivery of the latest information via Stories and Live. To boost purchase intent, retargeting ads or product reminder strategies can also be implemented. Future research is recommended to include other dimensions of social media marketing, expand the research subjects and platforms, and employ a mixed-methods approach or in-depth interviews.

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