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The Influence Of Tech Reviewer Strategies And Social Media Promotion On Consumer Purchase Interest Of Infinix Smartphones In Surabaya

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Abstract

This study examines the partial and simultaneous effects of tech review strategy and social media promotion on consumers' purchase intention toward Infinix smartphones in Surabaya. A quantitative causal-associative approach was employed. Primary data were collected through an online questionnaire from 110 respondents who actively used social media and had watched technology reviews. Respondents were selected using non-probability purposive sampling. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, an F-test, and the coefficient of determination in IBM SPSS. The results indicate that tech reviewer strategy has a positive and significant effect on purchase intention ($B = 0.385$; $t = 5.065$; $p < 0.001$). Social media promotion also has a positive and significant effect ($B = 0.328$; $t = 4.753$; $p < 0.001$). Jointly, the two predictors significantly affect purchase intention ($F = 68.472$; $p < 0.001$), with an Adjusted R^2 of 0.553. Thus, the model explains 55.3% of the variation in purchase intention, while the remaining 44.7% is associated with factors outside the model. These findings highlight the importance of credible technology reviews and relevant, interactive social media promotion.

Keywords:tech reviewer; social media promotion; purchase intention; Infinix; digital marketing.

INTRODUCTION

The development of information technology has changed consumer behavior in seeking, obtaining, and evaluating information before purchasing a product. In modern marketing, consumers no longer rely solely on information provided by companies but also consider third-party reviews and interactions via social media. These changes make digital marketing a crucial part of building brand awareness, trust, and consumer interest

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in a product. Chaffey and Ellis-Chadwick (2022) explain that digital marketing involves utilizing digital channels to support marketing communications and build relationships with consumers. In the context of smartphone products, digital information becomes relevant because consumers need to evaluate various aspects, such as device performance, camera quality, battery life, features, and price suitability before making a purchase decision.

One emerging form of information delivery in technology product marketing is reviews conducted by tech reviewers. Reviewers can present information through feature demonstrations, performance tests, and evaluations of product strengths and weaknesses, helping consumers understand the device's characteristics. The effectiveness of these reviews is related to consumer perceptions of the expertise, trustworthiness, and quality of the arguments presented. Ohanian (1990) developed a measure of source credibility based on perceptions of the source's expertise, trustworthiness, and attractiveness, and examined its relationship to purchase intention. Hovland et al. (2021) identified communicator credibility as a crucial aspect of the persuasive communication process, while Cheung et al. (2023) discussed the relevance of electronic word-of-mouth communication in consumer decision-making. Similarly, Ismagilova et al. (2020) identified argument quality, review valence, e-WOM usefulness, and message trustworthiness as factors associated with purchase intention through a meta-analysis of 69 studies. Beyond technology reviews, social media promotion also provides a means for companies to convey product information in a visual, interactive, and sustainable manner. These two approaches have different characteristics, but both have the potential to shape consumer perceptions and purchasing interest.

The research problem arises because the abundance of digitally available information does not necessarily guarantee consumers sufficient confidence to consider a purchase. Tech reviewer reviews can be a source of additional information, but their acceptance depends on how consumers assess the reviewer's competence, honesty, and objectivity. Unclear information or unconvincing arguments have the potential to reduce audience trust in the review. Qiu and Zhang (2024), in a meta-analysis of online reviews, found that several review characteristics, including credibility, usefulness, and argument quality, are related to consumer purchase intention. Therefore, tech reviewer strategies need to be examined based on aspects of expertise, trustworthiness, and argument quality to determine their relationship with consumer purchase intention for Infinix smartphones. This issue is important because technology reviews not only function as a means of conveying information but also serve as a consideration for consumers when evaluating products before purchasing.

The next issue relates to the implementation of social media promotions, which cannot simply rely on publication frequency. Promotions must consider the

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appropriateness of the presentation context, clarity of communication, engagement with the audience, and content intensity so that the information conveyed is understandable and attracts consumer attention. Chaffey and Ellis-Chadwick (2022) emphasize the importance of utilizing digital channels in implementing marketing strategies, including supporting communication with consumers. Findings from Ismagilova et al.'s (2020) meta-analysis also indicate that the quality and usefulness of digital information are relevant factors in explaining purchase intention, so promotional communications need to present information that can help consumers evaluate products. In the context of Infinix smartphones, social media promotions need to convey product information in a relevant and communicative manner so that consumers obtain an adequate understanding of the product being offered. Therefore, the influence of social media promotions on purchase intention needs to be empirically tested, not simply assumed based on the presence of promotional content on digital platforms.

Furthermore, tech reviewer strategies and social media promotions need to be understood as two distinct marketing approaches. Social media promotions represent brand marketing communications, while tech reviewers provide product evaluations based on information and experiences conveyed to the audience. While these two approaches have the potential to complement each other, their contribution to consumer purchase intention cannot be determined solely from their individual characteristics. In this study, the main questions include the influence of tech reviewer strategies on purchase intention, the influence of social media promotions on purchase intention, and the simultaneous influence of both variables on Infinix smartphone consumers in Surabaya. Concurrent testing is necessary to obtain an empirical picture of the relationship between these two digital marketing strategies and purchase intention, as well as to determine the proportion of purchase intention variation that can be explained by the research model.

Based on these problems, this study aims to analyze the influence of tech reviewer strategies and social media promotions on consumer purchase intention of Infinix smartphones in Surabaya, both partially and simultaneously. This research is practically important as a consideration in designing digital marketing that prioritizes the credibility of technology reviews and the quality of promotional communication on social media. From an academic perspective, the novelty of this study lies in testing tech reviewer strategies and social media promotions simultaneously in one empirical model with purchase intention as the dependent variable on Infinix smartphone consumers in Surabaya. The results of this study are expected to provide an overview of the contribution of these two variables to purchase intention and become a basis for consideration in developing digital marketing strategies that are more informative, relevant, and in accordance with consumer needs.

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METHOD

This study uses a quantitative approach with a causal associative method to analyze the influence of tech reviewer strategies and social media promotions on consumer purchase intention of Infinix smartphones in Surabaya. This approach is used to examine the relationship between variables based on numerical data and statistical testing (Ghozali, 2024).

The research instrument was an online questionnaire using a five-level Likert scale. Tech reviewer strategy was measured through expertise, trustworthiness, and argument quality; social media promotion through context, communication, connection, and content intensity; and purchase intention through transactional, referential, preferential, and exploratory interest. Data analysis was conducted using IBM SPSS through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination tests. The use of these statistical tests supports the evaluation of instrument quality and the relationships between research variables (Hair et al., 2021).

The target population of this study was residents of Surabaya who actively use social media and have watched technology reviews. A sample of 110 respondents was selected using a non-probability sampling technique with a purposive sampling approach. This technique was used to obtain respondents who met the research criteria in accordance with the data collection objectives (Sugiyono, 2022).

The research was conducted by developing an instrument based on indicators for each variable, distributing a questionnaire via Google Forms, collecting responses from 110 respondents, and processing the data using IBM SPSS. The data was then tested using instrument quality and classical assumptions before conducting multiple linear regression analysis and partial and simultaneous hypothesis testing.

LITERATURE REVIEW

Tech reviewer strategy

Tech reviewers are content creators who discuss and evaluate technology products. In this study, tech reviewer strategies are measured through expertise, trustworthiness, and argument quality. Expertise relates to the reviewer's ability to understand and explain technical aspects; trustworthiness relates to perceptions of honesty and objectivity; and argument quality encompasses the completeness, relevance, and clarity of the reasoning presented. This framework aligns with the source credibility approach, which emphasizes the importance of the communicator's expertise and trustworthiness in the reception of a persuasive message.

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Social media promotion

Social media promotion is the delivery of information and marketing messages through digital platforms that enable content distribution and audience interaction. These variables are measured using context, communication, connection, and content intensity. Context relates to the appearance and attractiveness of the presentation; communication relates to the clarity of the information; connection refers to the interaction between the brand and the audience; and content intensity indicates the regularity or frequency of publication.

Consumer purchasing interest

Purchase intention is a consumer's psychological tendency or readiness to consider purchasing a product. This study measures it through transactional, referential, preferential, and exploratory intentions. Purchase intention differs from purchasing power, which refers to the economic ability to purchase. Because the instruments, hypotheses, and statistical results in the source thesis measure purchase intention, the dependent variable in this article is retained as purchase intention.

Hypothesis

H1: Tech reviewer strategy has a positive influence on consumer purchasing interest in Infinix smartphones in Surabaya.
H2: Social media promotion has a positive effect on consumer interest in purchasing Infinix smartphones in Surabaya.
H3: Tech reviewer strategies and social media promotions simultaneously have a significant influence on consumer purchasing interest in Infinix smartphones in Surabaya.

RESULTS AND DISCUSSION

Instrument quality and classical assumptions

All indicators were declared valid because the calculated r value was above the table r of 0.187 and the significance value was reported at 0.000. The Cronbach's Alpha value for tech reviewer strategy was 0.845, social media promotion 0.862, and purchase intention 0.878; all exceeding the 0.60 limit used in the study.

The Kolmogorov–Smirnov normality test yielded a significance value of 0.200, thus the residuals were declared to meet the normality assumption. The tolerance value for both independent variables was 0.542 and the VIF was 1.845, indicating no indication of multicollinearity based on the research criteria. The Glejser test yielded a significance of 0.314 for tech reviewer strategies and 0.248 for social media promotions; both were above 0.05, thus no indication of heteroscedasticity was found.

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Regression analysis and hypothesis testing

The reported multiple linear regression equation is:

$$Y = 2.145 + 0.385X1 + 0.328X2 + e$$

The tech reviewer strategy coefficient of 0.385 indicates a positive relationship with purchase intention when other variables are controlled. The social media promotion coefficient of 0.328 also indicates a positive relationship. These coefficients are interpreted within the context of the research model and sample, not as evidence that every promotional change necessarily leads to a change in actual purchases.

Variables / testing	Coefficient / statistic	Sig.	Conclusion
Tech reviewer strategy (X1)	B = 0.385; t = 5.065	< 0.001	Positive and significant
Social media promotion (X2)	B = 0.328; t = 4.753	< 0.001	Positive and significant
Simultaneous test	F = 68.472	< 0.001	Significant model
Coefficient of determination	Adjusted R^2 = 0.553	—	The model explains 55.3% of the variation in Y

Source: SPSS 26 data processing results reported in Dewi Septa Qumairoh's thesis (2026).

A partial test showed that tech reviewer strategies had a positive and significant influence on purchase intention (t = 5.065; p < 0.001). This finding is consistent with the idea that reviewer expertise, trustworthiness, and the quality of their arguments can help consumers understand product performance and reduce uncertainty when considering a smartphone. Balanced reviews that describe concrete user experiences have the potential to be an additional source of information beyond a company's promotional messages.

Social media promotion also had a positive and significant effect on purchase intention (t = 4.753; p < 0.001). These results indicate that engaging content, clear product information, interaction, and consistent posting are associated with increased consumer interest. Practically, promotions should not only focus on posting frequency but also ensure that the content addresses the audience's information needs.

Simultaneously, tech reviewer strategies and social media promotions have a significant relationship with purchase intention (F = 68.472; p < 0.001). The Adjusted R^2

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value of 0.553 indicates that the model explains 55.3% of the variation in purchase intention in the sample, while the remaining 44.7% is related to factors not included in the model, such as price perception, brand image, product quality, and after-sales service. This value does not mean that both strategies explain 55.3% of actual purchases, because the dependent variable tested is purchase intention.

CONCLUSION

This study found that tech reviewer strategies have a positive and significant impact on consumer purchase intention for Infinix smartphones in Surabaya. Social media promotions also showed a positive and significant impact. When tested simultaneously, both variables significantly explained variation in purchase intention, with an Adjusted R^2 of 0.553. These results support the importance of integrating credible technology reviews and informative social media promotions in digital marketing strategies.

Practical implications

Companies can select reviewers based on their competence and track record of trustworthiness, provide a platform for transparent reviews, and ensure that promotional claims can be verified. Social media content should include easy-to-understand information, demonstrate relevant features, respond to consumer inquiries, and be published consistently. The integration of the two can be designed with a flow: promotional content attracts attention, while reviewer reviews help consumers evaluate the product.

Limitations and suggestions

The study used a purposive sample of 110 respondents in Surabaya, so generalizations to other regions or consumer groups should be approached with caution. The survey design also measured purchase intention, not actual transactions. Future research is recommended to expand the sample size and respondent characteristics, use measures of purchasing behavior where possible, and incorporate variables such as price perception, brand image, product quality, and after-sales service.

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