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The Effect Of Customer Engagement On Purchase Decision Through Purchase Intention (A Case Study Brand Awgorgeousin)

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Abstract

This study aims to analyze the effect of customer engagement on purchase decisions through purchase intention at Brand Awgorgeousin. This research employed a quantitative approach, with data collected through questionnaires distributed to 100 respondents who had previously viewed or interacted with Brand Awgorgeousin, such as visiting its social media accounts, following, liking, commenting, sharing, or saving the brand's content. The sampling technique used was non-probability sampling with an incidental sampling method. The data were analyzed using SmartPLS 4.1 software with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The analysis by structural model (inner model) testing to examine the relationships among variables and test the proposed hypotheses. The results indicate that customer engagement has a significant effect on purchase intention, purchase intention has a significant effect on purchase decisions, and customer engagement has a significant effect on purchase decisions through purchase intention as a mediating variable. The findings suggest that a higher level of customer engagement with Brand Awgorgeousin leads to stronger purchase intention, which ultimately encourages consumers to make purchase decisions.

Keywords: Customer Engagement, Purchase Intention, Purchase Decision

INTRODUCTION

The development of digital technology has changed the interaction patterns between companies and consumers, particularly in marketing activities through social media Rachmawati el at,. (2024). Customer engagement has become a crucial foundation in digital marketing strategies because communication between brands and consumers is no longer one-way, but has evolved into interactions that allow consumers to respond, share experiences, and build relationships with the brand. Customer

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engagement describes the level of emotional and cognitive involvement of consumers, which can be reflected through activities such as likes, comments, and shares on various digital platforms. In the modern business context, this engagement not only plays a role in building customer loyalty but also has the potential to influence the purchasing decision-making process because intense interactions can create closer and more meaningful relationships between consumers and brands (Rupianti, 2025; Adiwijaya & Pertiwi, 2025). Thus, a brand's ability to build consumer engagement is becoming increasingly important amidst business competition that is increasingly shifting to the digital space.

This situation is increasingly relevant with the high penetration of the internet and social media in Indonesia. By 2024, the number of Indonesian internet users had reached more than 221 million, or approximately 79.5% of the total population, while internet user growth also continues to increase (Trilestari et al., 2025). Social media is no longer used solely for communication and entertainment, but has evolved into a source of information as well as a medium for conducting economic activities and online shopping (Alamin et al., 2023). This development has given rise to the concept of social commerce, namely the use of social media as a marketing tool and digital transaction tool, providing opportunities for businesses to expand market reach and increase interaction with consumers (Ridho & Listiana, 2024). Data from Data Reportal shows that in January 2025, there were approximately 143 million active social media user identities in Indonesia, equivalent to 50.2% of the total population. This situation demonstrates the enormous potential of social media as a digital marketing channel that brands can leverage to influence consumer behavior and increase purchasing interest (Hanaysha, 2022).

One social media platform with significant potential for digital marketing activities is Instagram. According to DataReportal data from February 2025, Instagram's potential advertising audience reach in Indonesia reached approximately 103 million users, or 36.3% of the total population and 48.7% of Indonesian internet users. This high number of users and reach make Instagram a strategic platform for brands to build communication, increase brand awareness, and interact with consumers. Activities such as liking, commenting, and responding to consumers can create emotional closeness and increase consumer trust in the brand (Setiawan et al., 2025). However, a large number of social media users does not necessarily automatically result in consumer engagement or purchasing decisions. Previous research has also shown conflicting results regarding the relationship between social media marketing and consumer behavior. Mauliza and Fadhilla (2025), for example, found that social media marketing had no significant effect on purchase intention, while research by Pardede and Lubis (2025) showed that customer engagement influences purchasing decisions. These differences in results

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indicate that the presence of social media alone is not enough, because the effectiveness of a digital strategy also depends on the brand's ability to create meaningful consumer engagement.

This phenomenon is evident in the local fashion brand Awgorgeousin. Although social media offers significant opportunities to reach consumers, Awgorgeousin's sales performance in 2025 showed fluctuating conditions. Sales in January were recorded at Rp42,527,991, then dropped drastically to Rp5,811,756 in February. Sales then increased sharply in March to Rp213,978,332, but decreased again in April to Rp6,355,130. Fluctuations also occurred in subsequent periods, such as a decrease from Rp29,781,040 in July to Rp8,989,457 in August and from Rp38,267,728 in October to Rp18,774,831 in November. These conditions indicate that Awgorgeousin's sales performance is not yet stable. In the context of digital marketing, this condition can be related to the brand's ability to build consumer engagement because the level of customer engagement can influence consumer purchasing interest and purchasing decisions (Lim & Rasul, 2022; Lestari et al., 2026).

This phenomenon is even more apparent when comparing Awgorgeousin's performance with other fashion brands. Based on data from July–August 2026, Awgorgeousin only recorded sales of 34 units, while Heylocal reached 5,808 units, Hijabchic 120,674 units, Muda 765 units, Chante 4,426 units, and Geulis 156,894 units. Thus, Awgorgeousin ranks lowest among all comparison brands. This condition indicates a gap between the vast potential of digital marketing and Awgorgeousin's actual sales performance. This issue is not only related to the level of brand recognition but can also lead to low consumer engagement in building interest and purchasing decisions. In an increasingly competitive fashion market, brands need strategies that can create stronger relationships with consumers to build a sustainable competitive advantage (Rachmawati et al., 2024; Adiwijaya & Pertiwi, 2025; Suryawan et al., 2023).

Awgorgeousin's customer engagement on social media also demonstrates a phenomenon that deserves attention. On Instagram, Awgorgeousin achieved a total organic engagement of 363 with an average engagement of 18.1, the lowest compared to comparable brands such as Heylocal, Hijab Chic, Muda, Chante, and Geulis. A similar trend was observed on TikTok, where Awgorgeousin had zero follower growth and an average engagement of 11.1. While this average engagement is still higher than Muda, it remains lower than most comparable brands. The lack of follower growth also indicates that Awgorgeousin's ability to expand its audience base and retain consumer attention still needs improvement. This phenomenon is significant because customer engagement is a key factor in building relationships between consumers and brands, while low engagement has the potential to hinder the formation of purchase intention and purchasing decisions (Fahimah & Ningsih, 2022).

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The urgency of this research is further heightened by the increasing competition in the fashion industry in Bandung. Open Data from Bandung City shows that the number of fashion MSMEs increased from 1,352 units in 2022 to 1,815 units in 2025. This increase in the number of business actors indicates that the fashion market is growing and also indicates increasingly fierce competition between brands. In this situation, business actors cannot simply rely on product quality or a social media presence but need to develop marketing strategies capable of creating sustainable consumer engagement. The development of the modest fashion industry also shows a change in consumer behavior, who are increasingly utilizing social media to seek information and make purchasing decisions (Yuniastuti & Pratama, 2023). Social media such as Instagram and TikTok can be used to build brand awareness, expand audience reach, and create interactions through likes, comments, and shares (Setiawan & Fadre, 2025). Therefore, the low level of engagement of Awgorgeousin is an important strategic issue to study because it can impact the brand's ability to face competition and generate sales.

The research gap is evident in the inconsistency of previous research findings regarding the relationship between customer engagement, purchase intention, and purchase decisions. Rahmawati and Adriyanto (2025) found that high customer engagement can increase consumer purchase intention, while Ardani et al. (2025) found that customer engagement had no significant effect on purchase intention. Regarding the relationship with purchase decisions, Oswari (2025) found that customer engagement had no effect on purchase decisions. Furthermore, research by Magano et al. (2022) showed that positive consumer attitudes toward fashion content on social media can strengthen purchase intentions. This inconsistency indicates that the relationship between customer engagement and consumer purchasing behavior has not yet yielded a fully unified conclusion. Thus, there is still room for further research to re-examine this relationship, particularly in the context of the local fashion brand Awgorgeousin, which exhibits low engagement, no follower growth on TikTok, and sales performance that is below that of comparable brands.

Based on these empirical phenomena and research gaps, research on customer engagement is crucial to determine the extent to which consumer engagement through social media is related to purchase intention and purchasing decisions for local fashion brands. This research is relevant because it connects Awgorgeousin's current situation with the development of digital marketing, the high use of social media, increasing competition in the fashion industry, and the inconsistencies of previous research findings. Practically, the research findings are expected to provide input for Awgorgeousin in designing more effective social media strategies to increase consumer interaction and engagement. Academically, this research is expected to enrich the study of customer

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engagement in the context of digital marketing, particularly in the local fashion industry facing increasingly fierce competition.

METHODOLOGY

This study uses a quantitative approach, namely research that emphasizes the collection and processing of data in the form of numbers which are then analyzed using statistical techniques to test the relationship between variables and draw conclusions objectively and measurably. The object of the study is the customer brand Awgorgeousin with a focus on analyzing the influence of customer engagement on purchasing decisions through purchase intention. The study was conducted on consumers of the Awgorgeousin brand who interact through social media, especially Instagram, with the research location in Bandung, while respondents were not limited by location so that it could include consumers from various regions. The study population is consumers who have purchased products and have interacted with Awgorgeousin social media, such as viewing, following, liking, commenting, sharing, and saving. Because the population size is not known for certain, the sample determination uses the Cochran formula and obtained 96 respondents which were then rounded up to 100 samples.

The sampling technique used was nonprobability sampling with an incidental sampling approach, namely respondents who coincidentally met the researcher and were deemed suitable as data sources could be sampled. Data collection was carried out through research instruments to consumers who met the criteria as respondents. Furthermore, the data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS software. The analysis was carried out to test the research model simultaneously, including evaluation of the structural model through the R-Square value, path coefficient, F-Square, and hypothesis testing based on the t-statistic and p-value. In addition, a mediation significance test was conducted to determine the indirect effect of customer engagement on purchasing decisions through purchase intention as a mediating variable.

RESULTS AND DISCUSSION

Structural Model Evaluation (Inner Model)

1. R-Square Coefficient (R2)

The results of the R-Square coefficient in this study are as follows:

Table 1. Results of the R-Square Coefficient Test

Variables	*R-Square*	*R-Square Adjusted*
Purchase Interest (Z)	0.810	0.808

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Purchase Decision (Y)	0.858	0.855

Based on the R-Square value results in the table above, the purchase intention variable (Z) has an Adjusted R-Square value of 0.808 which is included in the strong category. This shows that 80.8% of the variation in purchase intention can be explained by the customer engagement variable, while the remaining 19.2% is influenced by other factors not included in the research model. These results indicate that customer engagement has a large role in shaping consumer purchase intention towards Awgorgeousin products. Meanwhile, the purchase decision variable (Y) has an Adjusted R-Square value of 0.855 which is also included in the strong category. This value shows that 85.5% of the variation in purchase decisions can be explained by customer engagement, either directly or through purchase intention as a mediating variable. The remaining 14.5% is explained by other factors outside the research model. These results indicate that high customer engagement can increase consumer purchase intention, which ultimately encourages the formation of purchase decisions on Awgorgeousin products.

2. Effect Size F Square (f2)

Table 2. Results of the F-Square Coefficient Test

Variables	***Effect Size***	**Information**
Customer Engagement> Purchase interest	4,251	Strong
Purchase interest > Purchase Decision	1,034	Strong
Customer Engagement> Purchase Decision	0.004	Weak

Based on the F-Square value results in the table above, it can be explained that customer engagement has a strong influence on purchase intention, with an F-Square value of 4.251. This value indicates that customer engagement makes a very large contribution in explaining changes in the purchase intention variable. This indicates that the higher the consumer's involvement with Awgorgeousin, the higher the consumer's interest in purchasing the product offered. Furthermore, purchase intention has a strong influence on purchasing decisions, with an F-Square value of 1.034. These results indicate that purchase intention is an important factor that influences consumers in making purchase decisions. The higher the interest a consumer has in Awgorgeousin products, the more likely the consumer is to make a purchase. Meanwhile, customer engagement has a weak influence on purchase decisions, with an F-Square value of

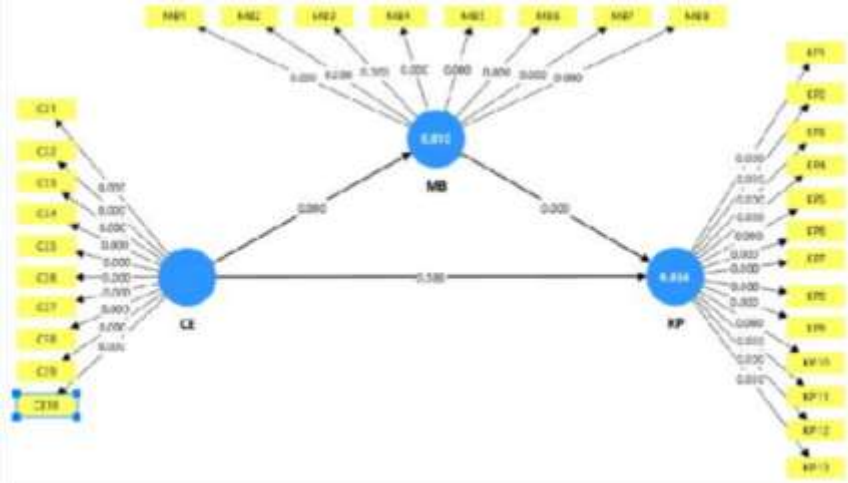
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0.004. This shows that the direct influence of customer engagement on purchase decisions is relatively small compared to its influence through purchase intention. Thus, purchase intention plays an important role as a mediating variable that strengthens the relationship between customer engagement and purchase decisions. The high F-Square value in the relationship between customer engagement and purchase intention and purchase intention and purchase decision shows that both relationships have a significant contribution in the research model, so that purchase intention becomes the main channel that bridges the influence of customer engagement on purchase decisions.

Hypothesis Testing

According to Iba & Wardhana (2024), the significance evaluation of the predictive model in structural model testing is conducted by reviewing the t-statistic and p-value between the independent and dependent variables. The research hypothesis is accepted if the t-statistic > 1.96 and the p-value < 0.05. A hypothesis is declared accepted if the test value meets the established criteria. If the test results meet these criteria, then the null hypothesis (H_0) is rejected and the alternative hypothesis (Ha) is accepted. Conversely, if the test criteria are not met then the null hypothesis (H_0) is accepted and the alternative hypothesis (Ha) is rejected. In this study, an analysis was conducted on the direct effect and indirect effect through mediating variables. This test aims to identify the strength and direction of the relationship between variables in the research model as a basis for testing the formulated hypotheses:



Source: SmartPLS 4.1 Data Processing Results

Acceptance or rejection of the hypothesis in this study is determined based on the results of statistical analysis with reference to the established testing criteria. The alternative hypothesis (Ha) is accepted and the null hypothesis (H_0) is rejected if the t-

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statistic value is > 1.96 and the p-value is < 0.05. These criteria indicate that the relationship between the tested variables has a significant influence. The results of the hypothesis test in this study are as follows:

Table 3. Results of Bootstrapping Test of Direct Effects (Path Coefficient)

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation*	*t Statistics*	*p Values*
Customer Engagement > Purchase Interest	0.900	0.896	0.031	29,019	0.000
Purchase Interest > Decision Purchase	0.878	0.876	0.091	9,610	0.000

The results of the hypothesis test show that the customer engagement variable has a significant effect on purchasing interest with the original sample value used to test the direction of the relationship between variables, in the results of the original sample data is positive then the direction of testing on the variable is positive. of 0.900, the t-statistic value of 29.019> from 1.96, and the p-value of 0.000 < from 0.005. These results indicate that the higher the customer engagement obtained, the higher the purchasing interest in Awgorgeousin. Thus, the results of the first hypothesis test in this study are H01 rejected and Ha1 accepted.

H01: Customer engagement has no effect on buying interest in the Awgorgeousin brand (rejected)

Ha1: Customer engagement influences interest in buying the Awgorgeousin brand (accepted)

Furthermore, the purchase intention variable is also proven to have a significant influence on purchasing decisions with an original sample value of 0.878, a t-statistic value of 9.610 > 1.96 and a p-value of 0.000 < 0.05. This shows that the higher the consumer's purchase intention, the greater the likelihood of making a purchase decision on the product offered. Therefore, the results of the second hypothesis test in this study are H02 rejected and Ha2 accepted.

H02: Purchase interest has no influence on purchasing decisions for the Awgorgeousin brand (rejected)

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Ha2: Purchase interest influences the decision to purchase the Awgorgeousin brand (accepted)

Table 4. Results of Bootstrapping Test of Specific Indirect Effects

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation*	*t Statistics*	*p Values*
Customer Engagement> Purchase Interest > Decision Purchase	0.790	0.785	0.088	8,959	0.000

Based on the analysis results in Table 4, the original sample value was 0.790, the t-statistic value was 8.959 > 1.96, and the p-value was 0.000 < 0.05. Therefore, purchase intention is proven to be able to mediate customer engagement on purchasing decisions. Thus, it can be concluded that customer engagement not only impacts purchasing decisions but also has an indirect impact through purchase intention. Therefore, the results of the third hypothesis test in this study are H03 rejected and Ha3 accepted.

H03: Customer engagement has no effect on purchasing decisions through interest in purchasing the Awgorgeousin brand (rejected)

Ha3: Customer engagement influences purchasing decisions through interest in purchasing the Awgorgeousin brand (accepted)

Mediation Significance Test

According to Rahadi (2023), mediation analysis aims to test the existence of an indirect influence mechanism in a causal relationship between variables. In the mediation model, the independent variable (X) influences the mediating variable (Z), which then influences the dependent variable (Y). The existence of a mediating variable allows researchers to understand how and why an influence can occur. Because of its function as a link between the independent and dependent variables, the mediating variable alsoknown as an intervening variable. The influence that occurs through this variable is called an indirect effect. Testing for the mediation effect is carried out by referring to the indirect effect values presented in the previous table.

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Table 5. Results of Bootstrapping Test of Direct Effects (Path Coefficient)

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation*	*t Statistics*	*p Values*
CustomerEngagement >Decision Purchase	0.053	0.051	0.098	0.541	0.588

The test results show that (p1 × p2) has a significant value, while the direct effect (p3) is not significant. Based on the mediation classification according to Hair et al. (2021), this condition falls into indirect-only mediation or full mediation. Thisindicatesthat the relationship between the independent variable and the dependent variable is fully channeled through the mediating variable, so that the mediating variable plays a full role in explaining the influence.

DISCUSSION

The Influence of Customer Engagement on Purchase Interest

The test results show that customer engagement influences purchase intention. This means that customer engagement can foster consumer interest in purchasing the product offered. This is demonstrated by the original sample value of 0.900 or 90%, supported by a t-statistic of 29.019 > 1.96 and a p-value of 0.000 < 0.05, indicating that customer engagement has a very large contribution in increasing consumer purchasing interest in Awgorgeousin products. Furthermore, the R-Square value of 0.810 indicates that 81% of the variation in purchase intention can be explained by customer engagement, indicating that customer engagement has a strong ability to explain changes in consumer purchase intention. In addition, the high F-Square value of 4.251 indicates that the contribution of customer engagement to purchase intention is in the strong category. Thus, it can be concluded that the higher the level of consumer involvement in Awgorgeousin, the higher the consumer's purchase intention towards the product offered.

Research conducted by Santoso (2020) states that customer engagement significantly influences consumer purchase intention, as consumers with high levels of engagement tend to have high purchase intention as well. High consumer engagement with a brand can build greater interest in the product being offered. The positive experiences gained from this engagement encourage consumers to choose and reuse

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the product, thus increasing customer engagement will impact consumer purchase intention.

Customer engagement is measured through five indicators: enthusiasm, attention, absorption, interaction, and identification. The analysis results in this study support previous research, with the identification indicator achieving the highest score. This indicates that consumers have a strong sense of attachment to Awgorgeousin, thus they tend to participate in various activities, events, and promotions organized by the brand. Meanwhile, the interaction indicator achieved the lowest score, indicating that consumer interaction with content uploaded by Awgorgeousin is still relatively low compared to other customer engagement indicators. This condition indicates that consumer involvement in providing comments, liking, sharing, and responding to content published by the brand still needs to be improved.

Awgorgeousin utilizes social media as a primary means of building communication and relationships with consumers. As a fashion brand, Awgorgeousin uses social media to introduce products, share promotional information, and present a variety of engaging and relevant content for its target market. Through this utilization of social media, Awgorgeousin is able to reach consumers more widely and create more intense engagement with its audience. In addition to using it as a promotional medium, Awgorgeousin also builds interactions with consumers through comments, direct messages, and various marketing activities that involve audience participation. Consistent interactions can create a positive experience for consumers and increase emotional closeness with the brand. High consumer engagement with various content and activities carried out by Awgorgeousin can ultimately encourage the formation of stronger purchasing interest in the products offered. High customer engagement can encourage consumer purchasing interest, because strong involvement with a brand will increase consumer loyalty and fidelity to that brand (Rahmawati & Adriyanto, 2025).

The Influence of Purchase Interest on Purchase Decisions

The test results show that purchasing interest influences purchasing decisions, indicating that the higher the purchasing interest of consumers to make purchases of the products offered. This is indicated by the original sample value of 0.878 or 87.8%, supported by a t-statistic of 9.610 > of 1.96 and a p-value of 0.000 < of 0.05. Furthermore, the F-Square value of 1.034 contributes purchasing interest to purchasing decisions in the strong category. This research is supported by Tonda et al. (2024), who stated that purchase intention influences purchasing decisions. The higher the purchase intention, the higher the consumer's purchase decision. However, this research disagrees with the research conducted by Meli et al. (2022), which stated that purchase intention has no effect on purchasing decisions.

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Purchase interest was measured through four indicators: transactional interest, referential interest, preferential interest, and exploratory interest. The results of this study align with previous research, with the transactional interest indicator receiving the highest score, reflecting that Awgorgeousin consumers have a strong tendency to purchase the products offered. This indicates that consumers are not only interested in Awgorgeousin products but also have a strong desire to make a purchase transaction. Meanwhile, the preferential interest indicator received the lowest score. This indicates that consumers have not yet fully made Awgorgeousin their primary choice compared to other fashion brands, so there is still a possibility for consumers to consider alternative products from other brands before making a purchase decision.

Consumers who assess Awgorgeousin's ability to provide products that meet expectations, are of good quality, and provide clear and reliable product information tend to have stronger confidence in making a purchase. This trust can encourage consumers to choose Awgorgeousin products over similar products from other brands. Furthermore, positive experiences gained during interactions with the brand can also increase consumer interest and desire to own the products offered. As a local fashion brand, Awgorgeousin utilizes social media as a primary means to introduce products, convey promotional information, and build relationships with its consumers. Through the presentation of engaging content, active interaction with the audience, and transparent product information, Awgorgeousin is able to create a positive experience for consumers. These characteristics enable Awgorgeousin to build closeness with consumers, thereby increasing purchasing interest, which ultimately drives purchasing decisions.

The Influence of Customer Engagement on Purchasing Decisions through Purchase Intention

The test results show that customer engagement influences purchasing decisions through purchase intention. This means that purchase intention can mediate customer engagement on purchasing decisions. This is indicated by the original sample value of 0.790 or 79%, supported by a t-statistic of 8.959 > 1.96 and a p-value of 0.000 < 0.05. This value proves that customer engagement can indirectly increase purchasing decisions through purchase intention.

Furthermore, the R-Square value of 0.858 indicates that the variation in purchasing decisions is influenced by 85.8% of customer engagement, as well as through purchase intention as a mediator. The results of the significance test show that the indirect effect (p1 × p2) is significant, while the direct effect (p3) is not significant, this condition is included in the category of indirect only mediation or full mediation. Thus, purchase intention plays a full role as a mediating variable in the relationship between customer engagement and purchase decisions. Therefore, the higher the purchase

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intention formed through customer engagement, the greater the possibility of consumers to make a purchase decision for Awgorgeousin products.

Research conducted by Lestari et al. (2026) states that customer engagement does not directly influence purchasing decisions, but rather occurs entirely through purchase intention as a mediating variable. High levels of consumer engagement with a brand do not automatically encourage consumers to make purchasing decisions. Instead, customer engagement first increases consumer purchase intention, which then drives the formation of purchasing decisions.

Purchasing decisions are measured through six indicators, namely product selection, brand selection, purchasing channel selection, purchase time, purchase amount and payment method. The analysis results in this study indicate that the payment method indicator obtained the highest score, reflecting that the convenience and flexibility of available payment methods are one of the main considerations for consumers in purchasing Awgorgeousin products. The ease of transactions provided can increase consumer comfort in completing the purchasing process. Meanwhile, the purchase time indicator obtained the lowest score. This indicates that consumers do not have a specific time or period that is consistent in purchasing Awgorgeousin products, so that purchasing decisions are still influenced by various situational factors, such as needs, financial conditions, and ongoing promotions.

CONCLUSION

Based on the results of research on Awgorgeousin consumers, it can be concluded that customer engagement influences purchase intention, which shows that the higher the consumer involvement through indicators of enthusiasm, attention, absorption, interaction, and identification, the greater the consumer interest in purchasing Awgorgeousin products. Furthermore, purchase intention influences purchase decisions, which shows that consumer interest reflected through transactional, referential, preferential, and exploratory interests can encourage consumers in determining product choices, brands, purchase channels, time, amount, and payment methods. In addition, customer engagement influences purchase decisions through purchase intention as a mediating variable. This shows that high consumer involvement can increase purchase intention, which in turn encourages the formation of purchase decisions.

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