

The Effect Of Social Media Marketing, Price, And Product Quality On Consumer Purchase Intention At Pt Gresik Migas Gas Stations

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Abstract

Social media has revolutionized marketing strategies across various industries, including the traditional fuel sector, such as gas stations. The use of digital platforms like Instagram, TikTok, and YouTube in Indonesia, which will reach more than 180 million users by 2025, demonstrates significant potential in supporting marketing activities. However, its implementation at regional gas stations like PT Gresik Migas is still not optimal, while consumer purchase intention for fuel is still influenced by primary factors such as price and product quality. Therefore, an analysis is needed that integrates digital and traditional factors in influencing consumer purchase intention. This study aims to analyze the effect of price and product quality on consumer purchase intention with social media marketing as a mediating variable at PT Gresik Migas gas stations. The method used is a quantitative explanatory approach with Structural Equation Modeling Partial Least Square (SEM-PLS) analysis techniques and a sample size of 100 respondents. The results show that price and product quality have a positive and significant effect on social media marketing and consumer purchase intention. In addition, social media marketing has also been proven to have a positive influence on purchase intention and is able to mediate the influence of price and product quality on consumer purchase intention. This study contributes by examining the role of social media marketing as a mediating variable in the relationship between price and product quality on consumer purchase intention in the context of the fuel industry which is still rarely studied in digital marketing.

Keywords: *Social Media Marketing, Purchase Intention, Price Perception, Product Quality, Gas Station.*

INTRODUCTION

The development of digital technology has changed consumer behavior patterns in seeking information, communicating, and making purchasing decisions. *This is evidenced by SproutSocial (2023), which explains that social media platforms have nearly 5 billion users worldwide and have become an essential part of many people's daily lives. Therefore, social media is now one of the most effective marketing communication channels because it can reach consumers widely, interactively, and in real-time. Companies across various industrial sectors are increasingly utilizing social media as a means of promotion, branding, and customer engagement to increase consumer purchasing interest. In Indonesia, social media usage has experienced significant growth in recent years.*

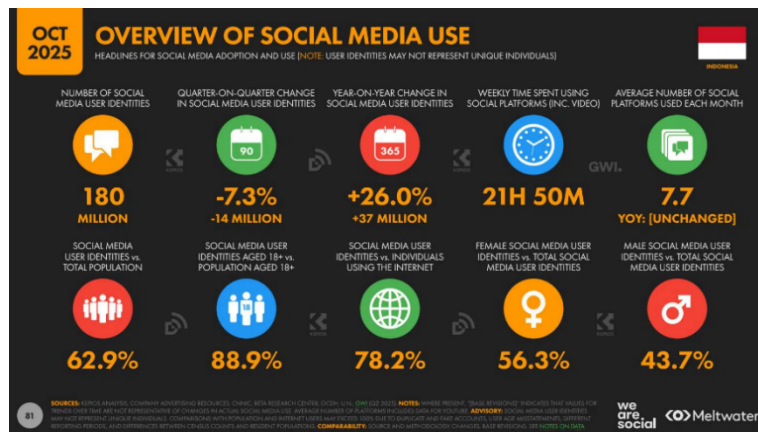


Figure 1. Overview of social media usage in Indonesia in 2025
Source: We Are Social & Meltwater (2025), processed from Statista.

According to a report by We Are Social and Meltwater (2025), the number of social media users in Indonesia reached approximately 180 million, or 62.9% of the total population. Furthermore, the average weekly social media usage time reached 21 hours and 50 minutes, indicating a high level of digital interaction. This demonstrates that social media has significant potential in Indonesia to influence consumer behavior, including product and service purchasing decisions.

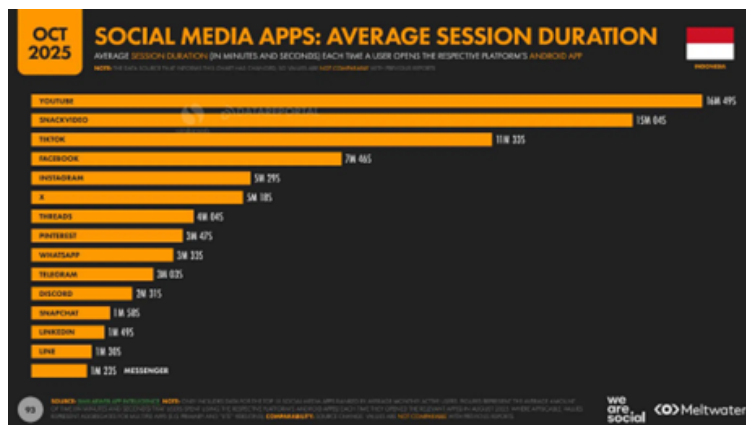


Figure 2. Average duration of social media application usage per session in Indonesia in 2025
Source: We Are Social & Meltwater (2025)

In addition to the high number of social media users, the intensity of usage also indicates strong digital engagement. According to a report by We Are Social and Meltwater (2025), several social media platforms in Indonesia have high usage duration per session, with YouTube and TikTok topping the list. This indicates that social media has become a vital part of people's daily activities and holds significant potential as an effective marketing communications tool.

The use of social media as a marketing strategy is not limited to the retail and e-commerce industries, but is also growing in the energy sector, including the Public Fuel Station (SPBU) business. Competition among fuel providers is intensifying, forcing companies to compete not only on price and product quality but also on *building brand image and engaging with consumers through digital media*. To reach new and existing target segments, brands are increasingly promoting their products and services through social media platforms, particularly their own social media pages (Dens and Poels,

2023; Mangold and Faulds, 2009; Lou and Xie, 2021; Tsimonis and Dimitriadis, 2014; Zollo et al., 2020). Information about promotions, services, and product benefits conveyed through social media can shape consumer perceptions and influence their preferences when choosing a gas station.

As a gas station operator, PT Gresik Migas needs to optimize its digital marketing strategy to increase competitiveness and attract consumer interest. Besides social media, price and product quality are also important factors influencing consumer decisions when choosing a gas station. The combination of these three factors creates a strategic element with the potential to significantly influence consumer purchase intentions.

Although various studies have examined the influence of price, product quality, and social media marketing on purchase intention, previous research has shown varying findings and remains limited to specific contexts. Furthermore, the role of social media marketing as a mediating variable in this relationship remains understudied, particularly for fuel products. Therefore, this study aims to address this gap.

This study aims to analyze the influence of social media marketing, price, and product quality on consumer purchase intentions at PT Gresik Migas gas stations. This research is expected to contribute academically to the development of digital marketing studies in the energy sector and provide practical recommendations for companies in designing more effective marketing strategies that are oriented towards consumer behavior.

LITERATURE REVIEW

Social Media Marketing

Social media marketing is a subset of digital marketing that utilizes online social networks to build two-way communication with consumers, strengthen customer relationships, and increase brand value through ongoing interactions. Social media serves not only as a promotional tool but also as an *engagement medium* that allows consumers to actively participate in the marketing communications process (Kotler & Keller, 2016).

Meanwhile, according to the American Marketing Association (2023), social media marketing is the use of social media platforms to create, communicate, and deliver value to consumers through digital content, social interactions, and online community-based marketing activities. This approach emphasizes the importance of consumer engagement as part of a modern marketing strategy.

In practice, social media marketing has several main dimensions that are commonly used in digital marketing research, including content quality, two-way communication between companies and consumers (*interaction*), audience involvement through various activities such as *likes*, *comments*, and *shares* (*engagement*), the ability of social media to convey product information quickly and widely (*information sharing*), and the ability to increase brand awareness and recognition (*brand awareness*).

Several previous studies have shown that effective social media marketing activities can enhance a company's ability to build relationships with consumers and strengthen the quality of long-term interactions (Buzeta et al., 2020). Implementing marketing strategies through social media has also been shown to increase consumer trust, strengthen emotional attachment to brands, and influence consumer decisions and purchase intentions.

Price

Price is the amount of money charged for a product or service, or the value that consumers must exchange to obtain the benefits of using that product (Kotler & Keller, 2016). Price is also seen as the exchange value required to obtain a good or service that is useful to consumers (Stanton, 2012). Conceptually, price reflects the monetary value that consumers provide in exchange for the benefits received from a product or service (American Marketing Association, 2023).

Price perception is a consumer's assessment of the fairness and appropriateness of a product's price relative to the benefits it offers, which can influence consumer purchase intention (Irenetia et al., 2026). When consumers perceive the price as fair and commensurate with the product's quality, their purchasing power tends to increase. Furthermore, pricing strategies are also part of a marketing strategy that influences consumer perceptions of a product. Research shows that certain pricing strategies can influence the perception of a product's value and contribute to the effectiveness of the overall marketing strategy (Gonçalves et al., 2025).

Therefore, positive price perception is an important factor in forming consumer evaluations of products and directly influences purchase intentions.

Product Quality

Product quality is the overall characteristics and features of a product or service that influence its ability to meet stated or implied needs (Kotler & Keller, 2016). Meanwhile, product quality is the ability of a product to meet consumer needs and expectations so that it can influence consumer decisions and purchasing intentions for the product (Meliawati et al., 2023).

In the context of fuel oil (BBM), product quality measurement needs to be adjusted to the characteristics of energy products that focus on function and performance, so that BBM quality is generally reflected through fuel performance in producing engine power, quality consistency, compliance with technical standards, efficiency of use, and quality perceptions felt by consumers.

A study by Fatih Konuk (2021) explains that product quality positively influences consumer purchase intention by increasing perceived value and trust in the product. These findings confirm that the higher the perceived quality, the greater the consumer's likelihood of making a purchase.

Purchase Intention

Purchase intention is a consumer's psychological tendency to purchase a product or service as a result of evaluating various available aspects (Kotler & Keller, 2016). Purchase intention reflects a consumer's likelihood of choosing a particular brand after considering their needs, preferences, and the information they have obtained.

From Purchase intention is a consumer's tendency to purchase a product after considering and evaluating information about it. The more positive a consumer's perception of a product, the greater the likelihood that they will intend to purchase it (Meliawati et al., 2023). Furthermore, purchase intention is also influenced by various factors, such as perceptions of product quality, price, and information obtained through digital marketing activities, including social media (Orella & Anggraeni, 2023).

Purchase intention is often influenced by product quality, customer satisfaction, and the emotional connection between the consumer and the brand (Rohmah et al, 2025). That found that product quality and perceived value positively influence purchase intention by increasing consumer trust. Yadav and Rahman (2020) showed that digital marketing activities, including social media marketing, can increase purchase intention by enhancing consumer engagement and brand image. Furthermore, the perception of fair prices and product benefits has also been shown to significantly influence purchasing decisions (Gonçalves et al., 2025).

Therefore, purchase intention can be understood as an important indicator that triggers consumer readiness to make a purchase, which is influenced by perceptions of marketing activities, price, and product quality.

Hypothesis Development

The Influence of Price on Social Media Marketing

In digital marketing communications, price is not only a transactional tool but also a value signal that shapes consumers' interpretation of marketing messages. Competitive and perceived fair pricing information can enhance the credibility of promotional messages delivered through social media, making consumers more responsive to the marketing content displayed.

Conversely, when the price is perceived as not commensurate with the product's benefits, it can reduce the effectiveness of digital marketing communications, as consumers tend to ignore or respond negatively to promotional messages. Thus, price perception plays a role in determining how effective social media marketing activities are in attracting attention and building a positive consumer response.

Previous studies have explained that pricing strategies can influence product value perceptions and consumer responses to digital marketing activities, thus contributing to the overall effectiveness of marketing communications (MG Gonçalves et al., 2025).

H1: Price has a positive effect on social media marketing.

The Influence of Product Quality on Social Media Marketing

Product quality is a key factor shaping consumer experience and brand evaluation. Products that consistently deliver performance and meet user expectations tend to generate higher levels of satisfaction, which can influence consumer communication behavior in the digital environment.

Positive consumption experiences encourage consumers to express opinions, provide reviews, and share their experiences on social media. This sharing of experiences contributes to the dissemination of product information and organically increases brand exposure on digital platforms. Thus, product

quality not only impacts consumer satisfaction but also influences the intensity of interactions and communication flows within the social media ecosystem.

Empirical research shows that high product quality can increase consumer satisfaction and trust, which then encourages the formation of positive communication such as online reviews and digital recommendations that strengthen the effectiveness of marketing on social media (Fatih Konuk, 2021). Furthermore, the quality perceived by consumers also plays a significant role in driving electronic word-of-mouth (eWOM), namely the exchange of information and consumer experiences through digital platforms that contribute to the widespread dissemination of marketing messages (Electronic Word of Mouth (eWOM) in the Marketing Context, 2020). Therefore, it can be concluded that the higher the product quality perceived by consumers, the greater the potential for positive responses, interactions, and information dissemination on social media, which supports the effectiveness of social media marketing activities.

H2: Product quality has a positive effect on social media marketing.

The Influence of Social Media Marketing on Purchase Intention

Social media marketing plays a crucial role in influencing consumer purchase intentions through various mechanisms such as perceived usefulness, electronic word-of-mouth, and the delivery of relevant product information (Yen et al., 2022). Effective implementation of social media marketing can shape positive consumer perceptions and stimulate their interest in the products offered. Social media also serves as a primary source of information, influencing consumers' evaluation process before making a purchasing decision.

Previous studies have shown that social media marketing activities have a positive impact on consumer purchase intentions, particularly through increased engagement, strengthened brand image, and increased trust in products (Yadav & Rahman, 2020). The more intensively and optimally a company utilizes digital media as a marketing tool, the greater the consumer's likelihood of making a purchase.

H3: Social media marketing has a positive influence on consumer purchasing intentions.

The Effect of Price on Purchase Intentions

Consumer price awareness influences purchase intentions, where price-sensitive consumers tend to seek information and compare prices before making a purchase (Aji et al., 2020; Yen et al., 2022).

Research shows that positive price perceptions significantly influence consumer purchasing decisions and intentions (Gonçalves et al., 2025). The more the price matches the perceived benefits, the more likely consumers are to make a purchase.

H4: Price has a positive effect on consumer purchasing intentions.

The Influence of Product Quality on Purchase Intention

Product quality is a major factor influencing consumer evaluation of a product. Good quality products can increase consumer satisfaction, trust, and perceived value, ultimately driving purchase intentions.

Previous research has shown that product quality positively influences purchase intention by increasing consumer perceptions of value and trust (Konuk, 2021). The higher the quality consumers perceive, the more likely they are to make a purchase.

H5: Product quality has a positive effect on consumer purchase intentions.

The Role of Social Media Marketing Mediation

Social media marketing acts as a mechanism that bridges the influence of marketing factors on consumer behavior. Digital marketing activities enable companies to effectively communicate product value, price, and quality to consumers.

Good product pricing and quality will reinforce marketing messages delivered through social media, increasing consumer engagement and response. This interaction then shapes positive perceptions and drives consumer purchase intention.

H6: Social media marketing mediates the influence of price on consumer purchase intentions.

H7: Social media marketing mediates the influence of product quality on consumer purchase intentions.

Conceptual Framework



METHODOLOGY OF RESEARCH

This study employed a quantitative approach, employing SEM-PLS because it can predict and explain latent variables from theoretical testing and simultaneously determine the influence of various variables on an object, with at least one dependent variable and one independent variable (Yusuf, 2022). This approach was chosen to analyze the influence of social media marketing, price, and product quality on consumer purchase intentions at gas stations managed by PT Gresik Migas.

The subjects of this study were consumers who refuel at gas stations managed by PT Gresik Migas. This study used primary data obtained through questionnaires distributed to respondents. The minimum sample size for the SEM-PLS method is 100 or more (Ikhsani et al., 2021), with the criterion being that respondents had previously purchased fuel at PT Gresik Migas gas stations.

The operational definition of the variables in this study consists of one dependent variable, namely consumer purchasing intention (Y), and three independent variables, namely social media marketing (Z), price (X1), and product quality (X2).

Social media marketing (Z) is a marketing activity carried out by companies through social media to convey information, build interaction, and attract consumer attention. This variable is measured using the following indicators: (1) content information, (2) interaction and communication, and (3) content appeal.

Price (X1) is the consumer's perception of the monetary value that must be paid to obtain a product and its suitability with the benefits received. The price variable is measured through the following indicators: (1) price affordability, and (2) suitability of price to the value obtained.

Product quality (X2) is the consumer's perception of the product's performance and reliability in meeting user needs. In the context of fuel, product quality is measured through the following indicators: (1) fuel quality, (2) service reliability, and (3) level of trust in the product.

Consumer purchase intention (Y) is the consumer's tendency to make purchases and recommend products to others. This variable is measured using the following indicators: (1) purchase intention, and (2) willingness to recommend.

The research data was collected using a questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data analysis in this research was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software assistance. Stages of data analysis include two main stages, namely the Validity Test which aims to know whether statements in the questionnaire study deviate from variables or not so that they can be said to be valid or not (Yusuf, 2022), and the Reliability Test aims to know the consistency in research data collection. The coefficient used in the Reliability Test was Cronbach's Alpha (Yusup et al., 2018). After the data analysis stage, two model evaluations were conducted: the Measurement Model Evaluation (Outer Model) to prove that the measurement model was valid and reliable (Yusuf, 2022). This evaluation aims to prove that the measurement model was valid and reliable. In the Evaluation covering three aspects namely Convergent Validity which is assessed from the loading factor value > 0.7 , Discriminant Validity with the cross-loading value > 0.7 and Internal Consistency is seen from the composite Reliability value must be > 0.7 (Yusuf, 2022). Can be seen from Cronbach Alpha coefficient (Saputra, 2018).

Furthermore done evaluation of the structural model (inner model) which aims For analyze and predict connection between latent variables based on theory substantive (Yusuf, 2022). Assessment of the structural model done with see a number of indicators , namely coefficient determination (R^2) for endogenous construct , coefficient path coefficient, t-statistic value , as well as predictive relevance (Q^2) and F-square for know strength influence between variables in the research model (Mardiana & Ahmad Faqih, 2019).

After the data were processed, the analysis was conducted to determine the influence of price, product quality, and social media marketing on consumer purchase intention.

RESULT AND DISCUSSION

Based on instrument data questionnaire and trial instrument questionnaire , variables price with 4 statement items , quality product with 6 statements , social media marketing with 6 statement items and intentions buy consumer with 4 statements declared valid and reliable Because based on results testing validity use SEM-PLS method , all indicator own mark outer loading > 0.7 so that declared valid. and the value Composite Reliability and Cronbach's Alpha > 0.7 , so that instrument study stated reliable.

Based on the data obtained from the questionnaire results, the main SEM-PLS model was formed with 20 statement items. Next, an evaluation of the measurement model was carried out from the model in Figure 1. Then, the PLS-Algorithm process was carried out to obtain the Cronbach's Alpha, Composite Reliability, and AVE values. To obtain these values, several stages are required, such as looking at the outer loading to analyze Convergent Validity as in Table 1. The Outer Loading value for each statement that is <0.7 is eliminated. And the results of the statements are as in Table 1. Each latent variables A, B, C and D are > 0.7, so the model is fulfil Convergent Validity criteria . Stages furthermore is Discriminant Validity evaluation by looking at cross loading.

Outer loadings - Matrix				
	Harga	Kualitas Produk	Niat Beli konsumen	Social Media Marketing
A1				0.759
A2				0.771
A3				0.762
A4				0.702
A5				0.744
A6				0.724
B1	0.797			
B2	0.798			
B3	0.792			
B4	0.731			
C1		0.768		
C2		0.767		
C3		0.724		
C4		0.731		
C5		0.717		
C6		0.804		
D1			0.807	
D2			0.768	
D3			0.743	
D4			0.813	

Table 1. Outer Loading Values
Source : processed primary data , 2026

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Harga	0.786	0.792	0.861	0.608
Kualitas Produk	0.847	0.853	0.887	0.566
Niat Beli konsumen	0.790	0.791	0.864	0.614
Social Media Marketing	0.838	0.839	0.881	0.554

Table 2. Construct Validity and Reliability

Source : primary data that has been processed , 2026

Based on values in Table 1, the main model has fulfil condition that is Cronbach's Alpha value throughout latent variable > 0.7, Composite Reliability value > 0.7 and AVE > 0.5 (Management , 2015).

Specific indirect effects - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Harga → Social Media Marketing → Niat Beli konsumen	0.124	0.116	0.060	2.076	0.038
Kualitas Produk → Social Media Marketing → Niat Beli konsumen	0.159	0.152	0.061	2.605	0.009

Table 3. Results of T-statistics of variables mediation

source : processed primary data , 2026

Path-coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Harga → Niat Beli konsumen	0.261	0.255	0.100	2.610	0.009
Harga → Social Media Marketing	0.362	0.348	0.106	3.353	0.001
Kualitas Produk → Niat Beli konsumen	0.232	0.242	0.080	2.889	0.004
Kualitas Produk → Social Media Marketing	0.465	0.473	0.106	4.368	0.000
Social Media Marketing → Niat Beli konsumen	0.343	0.327	0.120	2.848	0.004

Table 4. Results of T-statistics for 2 variables

Source : primary data that has been processed , 2026

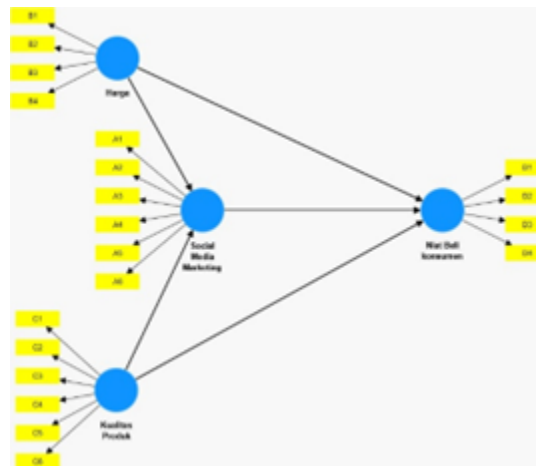


Figure 4. SEM - PLS model

Source : existing primary data processed , 2026

According to Jacob Cohen (1988) if f-square value 0.02 - < 0.15 then stated weak , if f-square value 0.02 - < 0.15 then stated moderate , if f-square value 0.15 - < 0.35 then stated moderate , if f-square value ≥ 0.35 then stated strong / big .

Based on Table 5, the f-square value of the price variable on consumer purchase intention is weak because the value is 0.069. The price variable on social media marketing is stated as moderate because the value is 0.163. The product quality variable on consumer purchase intention is stated as weak because the f-square value is between 0.050. The product quality variable on social media marketing is stated as moderate because the value is 0.269. The social media marketing variable on consumer purchase intention is stated as weak because the value is 0.112. The value of each of these variables is stated as good and substantive towards endogenous variables (Marliana, 2019).

f-square - List	
	f-square
Harga -> Niat Beli konsumen	0.069
Harga -> Social Media Marketing	0.163
Kualitas Produk -> Niat Beli konsumen	0.050
Kualitas Produk -> Social Media Marketing	0.269
Social Media Marketing -> Niat Beli konsumen	0.112

Table 5. *F - Square*

Source: processed primary data, 2026

Hypothesis testing was conducted using the bootstrap method Hypothesis testing in this study was conducted using SmartPLS. Testing was conducted using the bootstrapping technique to determine the significance of the relationship between variables based on the path coefficient, t-statistic, and p-value (Hair et al., 2021). To determine whether a hypothesis can be accepted or rejected, one can look at the significance values between constructs, t- statistics, and p-values. Hypothesis testing in the PLS-SEM model was conducted by analyzing the inner model (structural model) , which includes the R-square value, the path coefficient, and the t-statistic to determine the significance of the relationship between constructs in the research model (Hair et al., 2022). The rule of thumb used in this study was t-statistics > 1.96 with a significance level of p-value 0.05 (5%) and a positive beta coefficient. Based on testing in SEM-PLS, the hypothesis results were obtained as shown in Table 1. 5.

	Hipotesis	Hasil	Keterangan
H1	Harga berpengaruh positif terhadap social media marketing	Koef. Beta = 0,362 T-statistics = 3,353 P - Value = 0,001	Diterima
H2	Kualitas produk berpengaruh positif terhadap social media marketing	Koef. Beta = 0,465 T-statistics = 4,368 P - Value = 0,000	Diterima
H3	Social media marketing berpengaruh positif terhadap niat beli konsumen	Koef. Beta = 0,343 T-statistics = 2,848 P - Value = 0,004	Diterima
H4	Harga berpengaruh positif terhadap niat beli konsumen.	Koef. Beta = 0,261 T-statistics = 2,610 P - Value = 0,009	Diterima
H5	Kualitas produk berpengaruh positif terhadap niat beli konsumen	Koef. Beta = 0,232 T-statistics = 2,889 P - Value = 0,004	Diterima
H6	Social media marketing memediasi pengaruh harga terhadap niat beli konsumen	Koef. Beta = 0,124 T-statistics = 2,076 P - Value = 0,038	Diterima
H7	Social media marketing memediasi pengaruh kualitas produk terhadap niat beli konsumen	Koef. Beta = 0,159 T-statistics = 2,605 P - Value = 0,009	Diterima

Table 5. *Recapitulation Testing Hypothesis*

Source : primary data that has been processed , 2026

Price has a positive effect on social media marketing

The exogenous construct of price has a significant positive influence, as can be seen in Table 5, where the test results indicate that the price variable has a positive and significant influence on social media marketing, with a path coefficient value of $O = 0.362$, a t-statistic value of 3.353 (> 1.96), and a p-value of 0.001 (< 0.05). Thus, the first hypothesis stating that price has a positive influence on social media marketing can be accepted.

These findings indicate that the perception of competitive fuel prices commensurate with the benefits gained can increase the effectiveness of social media marketing activities. Price serves not only as a means of exchange but also as a representation of value, influencing how consumers assess and

respond to marketing information delivered through social media. In the context of PT Gresik Migas, fuel prices perceived as reasonable and affordable can strengthen consumer engagement with the marketing content presented.

Furthermore, positive price perceptions tend to shape more favorable attitudes toward brands, thereby increasing consumer engagement with published digital content. This suggests that an appropriate pricing strategy can support successful social media marketing communications, particularly in attracting attention and building positive consumer perceptions.

This research finding aligns with Tong and Su (2023), who stated that the perception of fair prices and the benefits received contribute to shaping positive consumer attitudes toward a product. Furthermore, the effectiveness of social media marketing is also influenced by a company's ability to convey product information in an engaging and relevant manner through various digital platforms (Yusuf, 2020).

Product quality has a positive influence on social media marketing

In the exogenous construct, product quality has a significant positive influence, as can be seen in Table 5 that the path coefficient value of the exogenous promotion variable is $O = 0.465$, the t-statistic value is 4.368 (> 1.96), and the p-value is 0.000 (< 0.05). Thus, the second hypothesis stating that product quality has a positive influence on social media marketing can be accepted.

These findings suggest that a high perception of fuel quality can enhance the effectiveness of social media marketing activities. High product quality, such as reliable performance, consistency, and suitability to consumer needs, plays a role in shaping positive perceptions that encourage a better response to social media marketing content. In this context, consumers tend to be more interested in and trust the information conveyed if the product being promoted has convincing quality.

Positively perceived product quality can strengthen the credibility of marketing messages delivered through social media. This is because consistently communicating information about product quality can increase consumer trust and engagement with the digital content presented. Thus, product quality not only directly influences purchasing decisions but also plays a role in increasing the effectiveness of digital marketing communications.

This aligns with research showing that high-quality products tend to satisfy consumers and increase interest in the products offered (Nurunnisha, Pratama, & Asikin, 2020). Furthermore, in the context of digital marketing, delivering product information through various social media platforms such as Instagram, Facebook, YouTube, and TikTok can increase consumer awareness and interest in products (Lionawan, 2023).

Social media marketing has a positive influence on consumer purchasing intentions

The test results show that social media marketing has a positive and significant effect on consumer purchase intention, with a path coefficient value of $O = 0.343$, a t-statistic value of 2.848 (> 1.96), and a p-value of 0.004 (< 0.05). Thus, the third hypothesis stating that social media marketing has a positive effect on consumer purchase intention can be accepted.

The results of this study indicate that effective social media marketing activities can increase consumer purchase intention for fuel products. Disseminating product information through social media serves not only as a means of communication but also as a means to build brand awareness, attract consumer attention, and shape positive perceptions of the promoted product. In this context, informative, relevant, and engaging marketing content tends to increase consumer engagement, ultimately driving purchase intention.

The role of social media as an information source in the consumer decision-making process is becoming increasingly important. Consumers tend to use social media to obtain information, compare alternatives, and evaluate products before making a purchase. Therefore, the effectiveness of social media marketing depends heavily on a company's ability to present content that meets consumers' information needs and builds trust in the products they offer.

This finding aligns with research by Istiqomah and Syahrudin (2023), which states that consumer purchasing decisions are a multi-stage process, from information search to alternative evaluation. Furthermore, in the context of digital marketing, the use of various social media platforms

such as Instagram, Facebook, YouTube, and TikTok allows companies to increase consumer awareness and interest in the products they market (Lionawan, 2023).

Price has a positive effect on consumer purchasing intentions

The test results show that price has a positive and significant effect on consumer purchase intention, with a path coefficient value of 0.261, a t-statistic value of 2.610 (> 1.96), and a p-value of 0.009 (< 0.05). Thus, the fourth hypothesis stating that price has a positive effect on consumer purchase intention can be accepted.

The results of this study indicate that the perception of appropriate and affordable fuel prices plays a significant role in increasing consumer purchase intentions. Perceived price commensurate with the quality and benefits received will encourage consumers to consider purchasing. In this context, price is not only an economic factor but also an indicator of value that influences consumers' evaluation of a product.

Positive price perceptions can build consumer trust in a company, ultimately strengthening their purchase intention. Consumers tend to be more attracted to products that offer a balance between price and quality, creating a satisfying purchasing experience and increasing the likelihood of future purchases.

This aligns with the consumer behavior perspective, which states that trust is formed when consumers perceive a company to be fair and transparent in pricing (Khamitov et al., 2024). Furthermore, positive price perceptions also contribute to creating emotional attachment and a pleasant consumption experience, which are important factors in driving repurchase intentions (Liu et al., 2024).

Product quality has a positive effect on consumer purchasing intentions

The test results show that product quality has a positive and significant effect on consumer purchase intention, with a path coefficient value of 0.232, a t-statistic value of 2.889 (> 1.96), and a p-value of 0.004 (< 0.05). Thus, the fifth hypothesis stating that product quality has a positive effect on consumer purchase intention can be accepted.

Research shows that good fuel quality plays a crucial role in increasing consumer purchase intention. Product quality that reflects reliability, consistency, and suitability to consumer needs can create positive perceptions that encourage purchase interest. In this context, consumers tend to choose products that are perceived as providing optimal benefits in line with their expectations.

High perceived product quality can increase consumer trust and satisfaction, ultimately strengthening the likelihood of making a purchase. This demonstrates that product quality not only directly influences purchase intention but also plays a role in shaping consumers' positive evaluations of the product being offered.

According to Nurunnisha, Pratama, and Asikin (2020), high-quality products tend to satisfy consumers and increase interest in them. Furthermore, research by Fitri (2023) also shows that product quality has a significant influence on consumer purchasing intention.

Social media marketing mediates the influence of price on consumer purchase intentions

The test results show that social media marketing is able to mediate the influence of price on consumer purchase intention, with an indirect path coefficient value of 0.124, a t-statistic value of 2.076 (> 1.96), and a p-value of 0.038 (< 0.05). Thus, the sixth hypothesis stating that social media marketing mediates the influence of price on consumer purchase intention can be accepted.

This shows that the influence of price on purchase intention is not only direct but also reinforced through the role of social media marketing. In this context, social media serves as a communication tool capable of conveying price information in a more engaging, interactive, and easily accessible way for consumers. Presenting fuel price information through digital content, such as promotions, discount programs, and event information, can increase consumer attention and interest in the products offered.

Social media marketing plays a role in shaping consumer perceptions of price value through persuasive and informative messaging. When price information is communicated effectively through social media, consumers tend to have a more positive perception of the price, thereby increasing their likelihood of making a purchase. This suggests that the effectiveness of digital marketing strategies can strengthen the relationship between price perception and consumer purchase intention.

This finding aligns with research by Ramli et al. (2025), which states that social media marketing activities and price perceptions jointly influence consumer purchase intentions. Social media allows

companies to convey pricing and promotional information more interactively, thereby increasing positive consumer responses to marketed products .

Social media marketing mediates the influence of product quality on consumer purchase intentions

The test results show that social media marketing acts as a mediating variable in the relationship between product quality and consumer purchase intention, with an indirect path coefficient of 0.159, a t-statistic of 2.605 (> 1.96), and a p-value of 0.009 (< 0.05). Thus, the seventh hypothesis is accepted.

These results indicate that product quality not only directly influences purchase intentions but also through the optimization of social media marketing activities. Consumers perceive fuel quality favorably, such as in terms of reliability and consistent performance, more easily understood and appreciated when effectively communicated through social media.

Furthermore, social media allows companies to communicate product quality information more broadly and interactively. Providing informative content, such as product descriptions, reviews, and user experiences, can strengthen consumer perceptions of the quality offered. This ultimately increases trust and strengthens consumer purchasing intentions.

This finding aligns with research by Meliawati, Gerald, and Aruman (2023), which found that social media marketing activities and product quality jointly influence consumer purchase intention. This demonstrates the effectiveness of marketing communications.

CONCLUSIONS

The study empirically proves all hypotheses (H1-H7) through rigorous SEM-PLS analysis, where the structural model shows a good fit with primary data from consumer questionnaires. In detail, price has a significant positive effect on social media marketing ($O=0.362$, $t\text{-statistic}=3.353$, $p=0.001$) and directly on purchase intention ($O=0.261$, $t=2.610$, $p=0.009$), confirming that the perception of competitive prices not only drives purchase decisions but also increases the effectiveness of digital promotional content such as discounts and gas station events. Fuel product quality with dimensions of engine performance, reliability, and trustworthiness contributes most strongly to social media marketing ($O=0.465$, $t=4.368$, $p=0.000$) and purchase intention ($O=0.232$, $t=2.889$, $p=0.004$), as high-quality products trigger organic electronic word-of-mouth (eWOM) on platforms such as TikTok and Instagram.

Social media marketing itself is proven to be an independent driver of purchase intention ($O=0.343$, $t=2.848$, $p=0.004$), with a substantive weak to moderate f^2 effect, while a partial mediation role is confirmed: social media marketing bridges the influence of price ($O=0.124$, $t=2.076$, $p=0.038$) and product quality ($O=0.159$, $t=2.605$, $p=0.009$) towards purchase intention, indicating that digital strategies strengthen traditional value signals among 180 million Indonesian social media users (We Are Social 2025). The model meets the criteria of convergent validity (loading factor >0.7 , AVE >0.5), discriminant (cross-loading), and reliability (Cronbach's Alpha & Composite Reliability >0.7), with endogenous R-square explaining the variance adequately.

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