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The Influence of Influencers, Social Media Marketing, and Online Customer Reviews on Fast Food Purchase Decisions via Shopee

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ABSTRACT

This study examines the effects of influencers, social media marketing, and online customer reviews on fast-food purchasing decisions through the Shopee platform among students at Institut Bisnis dan Informatika Kosgoro 1957. The study employed a quantitative approach with a descriptive-explanatory research design. A total of 120 active Regular 1 students were selected using purposive sampling, based on the criteria that they had the Shopee application installed and had previously purchased fast food through the platform. The data were analyzed using instrument quality tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, correlation analysis, and the coefficient of determination. The findings indicate that influencers do not have a statistically significant partial effect on purchasing decisions ($\beta = 0.079$; $t = 0.992$; $p = 0.323$). In contrast, social media marketing has a positive and significant effect on purchasing decisions ($\beta = 0.462$; $t = 4.781$; $p < 0.001$), as do online customer reviews ($\beta = 0.320$; $t = 3.432$; $p = 0.001$). Simultaneously, the three predictors significantly influence purchasing decisions ($F = 67.427$; $p < 0.001$) and explain 63.6% of the variance in purchasing decisions. These findings suggest that social media marketing initiatives and online customer reviews play a more substantial role in shaping consumers' purchasing decisions than the mere presence of influencers.

1. Introduction

Digitalization has transformed the ways consumers access information, evaluate alternatives, and make purchasing decisions. In the e-commerce environment, social media has evolved beyond a conventional communication channel into an integrated platform for promotion, consumer engagement, community building, and the exchange of purchasing experiences. These developments have encouraged businesses to incorporate influencer marketing, social media marketing, and online customer reviews into their digital marketing strategies to reach consumers more effectively and personally (Dwivedi et al., 2021). Consequently, understanding how these digital information sources influence consumer purchasing decisions has become increasingly important for businesses seeking to strengthen their competitiveness in the digital marketplace.

This phenomenon is particularly relevant to young consumers who regularly use digital platforms to search for product information and make purchasing decisions. In the fast-food sector, purchasing decisions may be influenced by convenience, product suitability, information clarity, delivery speed, and the experiences of previous buyers. The Shopee marketplace provides a digital environment in which consumers can access promotional content, influencer recommendations, product ratings, written reviews, and visual evidence of previous purchases. These features provide multiple sources of information that may strengthen or weaken consumer confidence before a transaction. However, the extent to which each source contributes to actual purchasing decisions remains an important issue for empirical investigation.

Influencers represent one source of digital persuasion because their credibility, attractiveness, relatability, and content relevance can shape consumer perceptions and purchasing intentions. Lou and Yuan (2019) emphasize the importance of

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message value and source credibility in establishing consumer trust in branded content, whereas Sokolova and Kefi (2020) demonstrate that parasocial relationships and the compatibility between influencers and their audiences also influence consumer responses. Nevertheless, influencer popularity does not necessarily translate into purchasing decisions. Consumers may place greater emphasis on product information, transaction conditions, and verifiable experiences than on recommendations from influential individuals, particularly when alternative information sources are readily available.

Social media marketing constitutes another important component of digital commerce through content creation, information dissemination, consumer interaction, and community development. These activities enable consumers to obtain product information, engage with brands, and access purchasing opportunities. Yadav and Rahman (2017) explain that social media marketing activities in e-commerce encompass dimensions that shape consumer perceptions and interactions with businesses. More recently, Alalwan (2022) highlighted the role of social media marketing in strengthening consumer engagement and influencing behavior in digital environments. Nevertheless, the effectiveness of these activities may depend on the relevance, accessibility, and usefulness of the information communicated to prospective buyers.

In addition to corporate communications and influencer recommendations, online customer reviews provide experiential information that helps consumers evaluate products before purchasing them. Reviews can communicate information about product quality, conformity with descriptions, packaging, delivery performance, and seller reliability. Cheung et al. (2008) emphasize the importance of information credibility and argument quality in the acceptance of electronic word-of-mouth, while Filieri (2015) highlights the diagnostic value of online reviews in consumer decision-making. These considerations are particularly relevant to fast food, which consumers cannot fully evaluate before consumption. Online reviews may therefore reduce information asymmetry, uncertainty, and perceived purchasing risk. Similarly, Ismagilova et al. (2021) demonstrate the importance of electronic word-of-mouth communications in explaining consumers' purchase intentions.

The theoretical foundation of this study is the Theory of Planned Behavior, which explains that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Within the present research context, influencer recommendations may function as social cues, social media marketing may shape consumer attitudes through information and brand interaction, and online customer reviews may provide experiential evidence for evaluating purchasing alternatives. These mechanisms provide a theoretical basis for examining how different digital information sources relate to consumer purchasing decisions. Nevertheless, the strength of their respective contributions may vary across product categories, consumer characteristics, and marketplace environments.

Previous empirical findings indicate that these relationships are not entirely consistent. Lou and Yuan (2019) and Sokolova and Kefi (2020) demonstrate that influencer effectiveness depends on factors such as credibility, message value, and audience relationships. Vrontis et al. (2021) similarly emphasize the importance of influencer characteristics and the relationship between influencers and promoted products. Meanwhile, research on social media marketing and online reviews suggests that consumer engagement, information quality, and review credibility are important considerations in digital purchasing behavior (Alalwan, 2022; Ismagilova et al., 2021). Research involving Shopee users has also examined the relationships between digital marketing activities, influencer marketing, online customer reviews, and purchasing decisions (Chandradewi & Saefudin, 2024). However, differences in research contexts and the simultaneous availability of multiple digital information sources leave room for further empirical investigation.

The principal research gap concerns the limited context-specific evidence integrating influencers, social media marketing, and online customer reviews within a single model of fast-food purchasing decisions on Shopee. Although previous studies have examined these factors in broader e-commerce settings, their relative contributions to purchasing decisions for fast-food products remain insufficiently explained in the specific context of university students at the Institute of Business and Informatics Kosgoro 1957. This gap is important

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because fast food is an experience-oriented product whose quality cannot be fully assessed before consumption. Consequently, consumers may rely on a combination of persuasive recommendations, promotional information, and previous buyers' experiences when evaluating alternatives. Understanding the relative contribution of these information sources is necessary to clarify whether influencer recommendations provide additional explanatory value beyond social media marketing and online customer reviews.

Accordingly, this study aims to examine the individual and simultaneous effects of influencers, social media marketing, and online customer reviews on fast-food purchasing decisions through Shopee among students at the Institute of Business and Informatics Kosgoro 1957. Specifically, it investigates whether each independent variable has a positive and statistically significant relationship with purchasing decisions and whether the three variables jointly explain variations in those decisions. The research problem is therefore formulated around the extent to which these three digital marketing and consumer-information factors contribute to fast-food purchasing decisions in the selected marketplace and educational context.

This study offers theoretical and practical contributions. Theoretically, it extends the application of the Theory of Planned Behavior to digital marketplace purchasing by examining interpersonal influence, corporate marketing communication, and consumer-generated experiential information within an integrated analytical framework. It also contributes context-specific empirical evidence concerning the relative roles of these factors in fast-food purchasing decisions. Practically, the findings can inform fast-food sellers and digital marketers in allocating promotional resources, designing relevant social media content, selecting appropriate influencers, and improving the credibility and usefulness of online customer reviews. The results may also assist marketplace stakeholders in strengthening the information environment available to consumers.

The novelty of this study lies in the simultaneous examination of three complementary digital information sources—interpersonal influence through influencers, corporate communication through social media marketing, and consumer experience through online customer reviews—in the context of fast-food purchases via Shopee. By focusing on university students at the Institute of Business and Informatics Kosgoro 1957, the study provides empirical evidence from a specific consumer and institutional setting that remains relatively underexplored in the integrated research context described above. The study therefore evaluates both the individual contributions of the three factors and their combined explanatory capacity in understanding fast-food purchasing decisions in a digital marketplace.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

2.1.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), provides a theoretical foundation for explaining consumer behavior through three principal determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's favorable or unfavorable evaluation of a behavior, subjective norms represent perceived social expectations, and perceived behavioral control concerns the perceived ease or difficulty of performing the behavior. These components help explain how consumers evaluate alternatives and make purchasing decisions.

In the context of digital marketplaces, the TPB provides a useful framework for understanding the potential influence of digital marketing communications and consumer-generated information. Influencers may shape subjective norms by communicating recommendations that consumers perceive as socially relevant. Social media marketing may influence consumer attitudes by presenting product information, promotional messages, and opportunities for interaction. Online customer reviews may reduce uncertainty and help consumers evaluate the expected benefits and risks of purchasing a product. These mechanisms are consistent with the broader digital consumer behavior perspective discussed by Dwivedi et al. (2021) and Alalwan (2022).

Nevertheless, the TPB does not imply that exposure to marketing information automatically produces a purchasing decision. Consumers may evaluate information differently according to its credibility, relevance, and usefulness. Therefore, the theory provides a conceptual basis for examining the

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relationships between influencers, social media marketing, online customer reviews, and purchasing decisions, while the direction and significance of these relationships require empirical testing.

2.1.2. Influencers

Influencers are individuals who can shape audience perceptions, attitudes, and behavioral intentions through digital content and recommendations. Their persuasive potential is associated with characteristics such as credibility, attractiveness, relatability, and the relevance of their content to the audience. In marketing contexts, influencers serve as intermediaries between brands and consumers by communicating product information and presenting consumption experiences in ways that may attract attention and encourage consideration.

Lou and Yuan (2019) explain that the value of an influencer's message and the credibility of its source are important in building consumer trust in branded content. Similarly, Sokolova and Kefi (2020) emphasize the roles of credibility and parasocial relationships in shaping consumers' responses to influencer recommendations. These findings suggest that influencer effectiveness depends not only on exposure or popularity but also on the audience's perception of the influencer and the relevance of the promoted product.

Vrontis et al. (2021) further demonstrate that influencer marketing is a multidimensional phenomenon whose effectiveness depends on several factors associated with influencers, audiences, and marketing contexts. In digital marketplaces, influencer content may help consumers discover products and develop initial interest. However, consumers may also compare influencer recommendations with product descriptions, prices, ratings, and other buyers' experiences before making a final decision.

For fast-food products sold through Shopee, influencers may introduce products, communicate promotions, and stimulate consumer interest. Nevertheless, the extent to which these activities translate into actual purchasing decisions remains an empirical question, particularly when consumers have access to other information sources that may provide more directly verifiable evidence about product quality and transaction experiences.

2.1.3. Social Media Marketing

Social media marketing refers to marketing activities conducted through social media platforms to communicate information, distribute content, establish relationships, encourage interaction, and develop consumer communities. In e-commerce, these activities allow businesses to present products, communicate promotional offers, respond to consumer inquiries, and direct potential buyers toward purchasing opportunities.

Yadav and Rahman (2017) conceptualize social media marketing activities in e-commerce through consumer perceptions of marketing-related activities, emphasizing the importance of information sharing, interaction, and community-related engagement. These activities allow consumers to obtain information and interact with brands within an accessible digital environment.

Alalwan (2022) highlights the importance of social media marketing in understanding consumer engagement and behavior in digital settings. Similarly, Dwivedi et al. (2021) explain that digital and social media marketing have expanded beyond conventional promotional communication to encompass consumer experiences, relationship building, and interactions that may influence purchasing behavior.

In the Shopee marketplace, social media marketing may involve promotional content, product demonstrations, visual presentations, interactive communication, and links that facilitate access to product pages. For fast-food sellers, informative content may help consumers understand product offerings, prices, promotions, and delivery arrangements. Relevant and accessible content may consequently strengthen consumer evaluations and facilitate purchasing decisions. However, its effectiveness depends on whether the information addresses consumer needs and provides sufficient value during the decision-making process.

2.1.4. Online Customer Reviews

Online customer reviews are consumer-generated evaluations of products or services published through digital platforms. They provide information about previous purchasing and consumption experiences, enabling prospective buyers to assess product attributes and transaction performance before making a purchase. Reviews may include written evaluations, ratings, photographs,

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and videos that communicate different aspects of the consumer experience.

Cheung et al. (2008) explain that the acceptance of electronic word-of-mouth is associated with the characteristics and credibility of information. Filieri (2015) further emphasizes the diagnostic value of online reviews, particularly their usefulness in helping consumers evaluate alternatives and make informed decisions. These perspectives suggest that the effectiveness of reviews depends not merely on their availability but also on their perceived credibility, relevance, and informational value.

Ismagilova et al. (2021), through a meta-analysis of electronic word-of-mouth research, demonstrate the importance of online consumer communications in explaining purchase intentions. In the context of digital marketplaces, reviews may reduce information asymmetry by allowing prospective buyers to compare their expectations with the experiences reported by previous customers.

Online customer reviews are particularly relevant to fast-food purchases because consumers cannot fully assess taste, freshness, portion size, packaging, and overall consumption quality before receiving and consuming the product. Reviews accompanied by relevant descriptions and visual evidence may therefore help consumers assess product suitability and reduce perceived uncertainty. Nevertheless, the influence of reviews may vary according to their credibility, detail, consistency, and relevance to the product being considered.

2.1.5. Purchase Decisions

Purchase decisions refer to the consumer's process of evaluating available alternatives and determining whether to purchase a particular product or service. In digital marketplaces, this process involves evaluating product information, comparing alternatives, considering promotional offers, assessing seller credibility, and determining whether the expected benefits justify the perceived costs and risks.

The Theory of Planned Behavior provides a useful theoretical perspective for understanding this process because consumer attitudes, perceived social expectations, and perceived behavioral control may influence purchasing-related behavior (Ajzen, 1991). In online environments, these considerations interact with the information presented by businesses, influencers, and other consumers.

Dwivedi et al. (2021) emphasize the expanding role of digital communication and consumer interaction in contemporary marketing. Meanwhile, Ismagilova et al. (2021) demonstrate the relevance of electronic word-of-mouth to consumers' purchase intentions. Together, these perspectives suggest that digital purchasing decisions can be shaped by multiple information sources rather than by a single promotional stimulus.

In this study, purchase decisions are examined in the context of fast-food purchases through Shopee. The variable is operationalized using the study's established indicators, including product certainty, shopping habits, recommendations, and repurchase. These indicators represent the dimensions specified in the research instrument and should be interpreted consistently with the instrument used to collect the data.

2.2. Review of Empirical Studies

Previous empirical research has investigated the relationships between digital marketing activities, influencer marketing, online customer reviews, and consumer purchasing behavior. However, the findings indicate that the importance of each factor may vary according to the research context, consumer characteristics, and the combination of explanatory variables included in the model.

Lou and Yuan (2019) found that message value and source credibility are important in building consumer trust in influencer-generated branded content. Their findings provide a basis for understanding why influencers may affect consumer evaluations. However, the effectiveness of influencer recommendations should not be assumed to be uniform across product categories or consumer groups. Sokolova and Kefi (2020) similarly emphasize the importance of credibility and parasocial relationships, suggesting that the relationship between influencer communication and consumer responses depends on more than exposure alone.

Vrontis et al. (2021), through a systematic review of social media influencer marketing, further demonstrate the multidimensional nature of influencer effectiveness. Their work provides a broader understanding of influencer marketing while indicating the need to examine its influence within specific contexts. In the case of fast-food purchases on Shopee, influencer recommendations may be

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evaluated alongside other available information, including promotional content, ratings, and previous buyers' experiences.

Research on social media marketing provides complementary evidence. Yadav and Rahman (2017) highlight the importance of social media marketing activities in e-commerce, particularly activities associated with information sharing, consumer interaction, and community building. Alalwan (2022) further discusses the relationship between social media marketing and consumer behavior. These studies provide a theoretical and empirical basis for investigating whether social media marketing contributes to purchasing decisions by facilitating information access and strengthening consumer engagement.

Regarding online customer reviews, Cheung et al. (2008) identify the importance of information characteristics and credibility in the acceptance of online opinions. Filieri (2015) explains how the diagnostic value of reviews can assist consumers in evaluating alternatives, while Ismagilova et al. (2021) demonstrate the relevance of electronic word-of-mouth to purchase intentions. These findings are particularly applicable to fast-food purchases because prospective buyers must often rely on information provided by previous consumers when evaluating product quality before consumption.

Research conducted in Indonesian e-commerce settings provides further contextual evidence. Chandradewi and Saefudin (2024) examined content marketing, influencer marketing, and online customer reviews in relation to purchasing decisions among Shopee users. Their study is relevant to the present research because it addresses digital marketing factors within the same marketplace. However, the specific combination of variables, product category, and respondent characteristics remains important when interpreting the findings and determining the contribution of subsequent research.

Pratama et al. (2024) investigated the effects of social media content, influencer marketing, and customer reviews on purchasing decisions on Shopee. Their research provides a closely related empirical reference because it considers multiple digital information sources within one analytical framework. Nevertheless, the present study focuses specifically on fast-food purchases among students at the Institute of Business and Informatics Kosgoro 1957, thereby examining these relationships within a more specific product and institutional context.

More recent research also demonstrates that the relationships between digital information sources and purchasing decisions may differ across settings. For example, reported positive and statistically significant relationships between online customer reviews, influencer marketing, website quality, and online purchasing decisions among Shopee users, with consumer trust also playing a mediating role. This finding provides relevant evidence of the potential contribution of influencers and online reviews in marketplace transactions, although the model differs from the present study because it includes website quality and consumer trust.

Overall, the empirical literature supports the relevance of influencers, social media marketing, and online customer reviews to digital consumer behavior. However, differences in research models and contexts mean that the relative contribution of each factor cannot be assumed in advance. The present study therefore examines these three variables simultaneously to determine their individual and combined relationships with fast-food purchasing decisions through Shopee.

2.3. Identification of the Research Gap

The literature review identifies three principal gaps that motivate the present study.

First, a contextual gap remains in the investigation of fast-food purchases through Shopee. Previous studies have examined purchasing decisions in general e-commerce settings or have combined digital marketing variables across broader product categories. However, fast food has distinctive characteristics because consumers cannot fully assess its quality before consumption. This makes the availability and credibility of pre-purchase information particularly relevant.

Second, an integrative gap concerns the simultaneous examination of influencers, social media marketing, and online customer reviews. Previous studies have investigated these variables individually or in different combinations (Chandradewi & Saefudin, 2024; Pratama et al., 2024). Examining all three within a single model allows the study to assess their individual relationships with purchasing decisions while accounting for the presence of the other predictors.

Third, an empirical and population-specific

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gap concerns purchasing decisions among students at the Institute of Business and Informatics Kosgoro 1957. Consumer responses to digital marketing may vary across groups and contexts. Consequently, evidence from other populations cannot automatically be generalized to these students or to fast-food purchases through Shopee.

To address these gaps, the present study investigates the partial effects of influencers, social media marketing, and online customer reviews on fast-food purchasing decisions, as well as their simultaneous effect. The study also evaluates the explanatory capacity of the three predictors within the selected research context. Its contribution lies in providing context-specific empirical evidence rather than assuming that relationships observed in other marketplace settings will necessarily apply to fast-food purchases among the selected student population.

2.4. Development of the Conceptual Framework

The conceptual framework positions influencers, social media marketing, and online customer reviews as independent variables and purchase decisions as the dependent variable. Each independent variable represents a distinct source of information or influence that consumers may encounter before purchasing fast food through Shopee.

Influencers represent interpersonal digital communication that may shape consumer perceptions through recommendations, credibility, and audience relationships (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Social media marketing represents business-generated communication and interaction that may provide relevant product information and facilitate engagement (Yadav & Rahman, 2017; Alalwan, 2022). Online customer reviews represent consumer-generated information that may help prospective buyers evaluate product suitability and reduce uncertainty (Cheung et al., 2008; Filieri, 2015; Ismagilova et al., 2021).

The Theory of Planned Behavior provides the overarching theoretical perspective for understanding how these information sources may relate to purchasing decisions through attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Nevertheless, the model does not assume that each variable necessarily exerts a statistically significant effect. Rather, the proposed relationships are evaluated empirically.

The framework therefore specifies three direct relationships between the independent variables and purchase decisions, together with one relationship representing their simultaneous contribution.

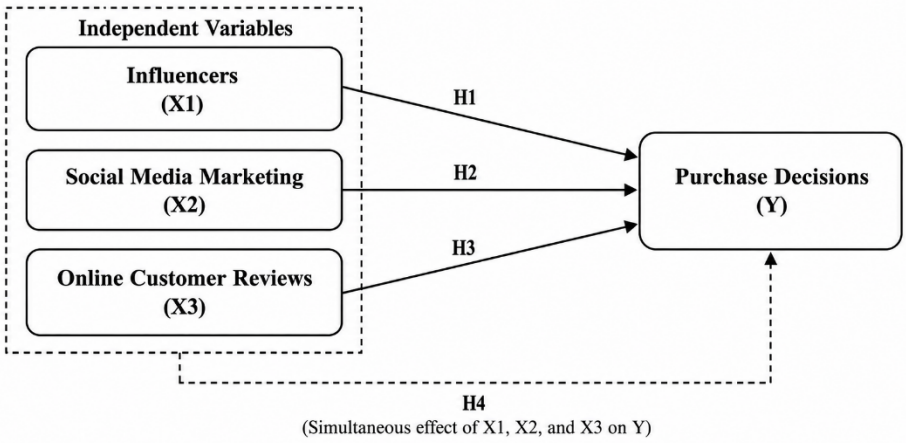


Fig. 1. Conceptual Framework of the Study

The conceptual framework illustrates the three proposed partial relationships and the simultaneous relationship among the independent variables and purchase decisions. H1 represents the relationship between influencers and purchase decisions, H2 represents the relationship between social media marketing and purchase decisions, H3 represents the relationship between online customer reviews and purchase decisions, and H4 represents their simultaneous contribution.

2.5. Hypotheses or Research Propositions

2.5.1. The Effect of Influencers on Purchase Decisions

Influencers may affect consumer purchasing

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decisions by communicating product information, providing recommendations, and shaping perceptions of a product's attractiveness or suitability. From the perspective of the Theory of Planned Behavior, influencer recommendations may function as social cues that contribute to subjective norms and influence consumer evaluations (Ajzen, 1991).

Lou and Yuan (2019) demonstrate the importance of message value and source credibility in influencer-generated branded content. Sokolova and Kefi (2020) also highlight the relevance of credibility and parasocial relationships in consumer responses to influencer communications. Furthermore, Vrontis et al. (2021) show that influencer marketing effectiveness depends on multiple characteristics of the influencer, audience, and marketing context.

In the context of fast-food purchases through Shopee, influencers may introduce products and promotions to prospective buyers. However, consumers may compare these recommendations with prices, product information, and customer reviews before making a purchase. Therefore, whether influencer marketing contributes positively and significantly to purchasing decisions must be determined empirically.

H1: Influencers have a positive and significant influence on the decision to purchase fast food on Shopee.

2.5.2. The Effect of Social Media Marketing on Purchase Decisions

Social media marketing may influence purchasing decisions by increasing access to product information, facilitating brand interaction, and communicating promotional offers. These activities can help consumers evaluate products and identify purchasing opportunities within digital marketplaces.

Yadav and Rahman (2017) emphasize the role of social media marketing activities in shaping consumer perceptions in e-commerce. Alalwan (2022) further discusses the importance of social media marketing in consumer engagement and behavior, while Dwivedi et al. (2021) highlight the expanding role of digital and social media marketing in contemporary consumer interactions.

For fast-food sellers on Shopee, relevant content, clear product information, accessible promotions, and interactive communication may strengthen consumer evaluations and facilitate purchasing decisions. Nevertheless, the extent of this relationship may depend on the usefulness and relevance of the information presented to consumers.

H2: Social media marketing has a positive and substantial impact on the decision to purchase fast food on Shopee.

2.5.3. The Effect of Online Customer Reviews on Purchase Decisions

Online customer reviews provide information about previous buyers' experiences and may help prospective consumers evaluate product quality and transaction reliability. The information can be especially important for fast food because consumers cannot fully assess taste, freshness, packaging, and other consumption-related characteristics before receiving the product.

Cheung et al. (2008) explain the importance of information credibility and argument quality in the acceptance of online opinions. Filieri (2015) emphasizes the diagnostic value of reviews in consumer decision-making, while Ismagilova et al. (2021) demonstrate the relevance of electronic word-of-mouth communications to purchase intentions.

In the Shopee marketplace, reviews that provide relevant descriptions and credible evidence may reduce uncertainty and help consumers compare available alternatives. Consequently, online customer reviews are expected to contribute positively to fast-food purchasing decisions.

H3: Online customer reviews have a positive and significant influence on the decision to purchase fast food on Shopee.

2.5.4. The Simultaneous Effect of Influencers, Social Media Marketing, and Online Customer Reviews on Purchase Decisions

Consumer purchasing decisions in digital marketplaces may reflect the combined contribution of multiple information sources. Influencers communicate recommendations, social media marketing provides business-generated information and opportunities for interaction, and online customer reviews communicate the experiences of previous buyers. These sources may complement one another by providing different forms of information during the consumer decision-making process.

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Dwivedi et al. (2021) explain the expanding role of digital marketing and social media in consumer engagement and experience. Alalwan (2022) highlights the importance of social media marketing in consumer behavior, while Ismagilova et al. (2021) demonstrate the relevance of electronic word-of-mouth to purchase intentions. Research by Chandradewi and Saefudin (2024) and Pratama et al. (2024) also provides contextual evidence concerning combinations of digital marketing factors and consumer reviews in marketplace purchasing decisions.

For fast-food purchases through Shopee, the simultaneous availability of influencer recommendations, promotional information, and customer reviews may provide consumers with a broader basis for evaluating products. However, the individual contribution of each variable may differ when the other variables are considered in the same model. Therefore, their combined relationship with purchasing decisions requires statistical testing.

H4: Influencers, social media marketing, and online customer reviews collectively have a significant influence on the decision to purchase fast food on Shopee.

3. Research Methods

3.1. Research Design

This study employed a quantitative approach with a descriptive-explanatory research design. The descriptive component characterized the research variables, while the explanatory component examined the hypothesized relationships between influencers (X1), social media marketing (X2), online customer reviews (X3), and purchase decisions (Y). Multiple linear regression was used to assess the individual and simultaneous effects of the three independent variables on purchase decisions.

3.2. Research Context and Setting

The research was conducted in the context of fast-food purchases through the Shopee marketplace, focusing on active Regular 1 students at the Institute of Business and Informatics Kosgoro 1957, Indonesia. This setting was selected to investigate how students who have experience purchasing fast food through Shopee respond to influencer recommendations, social media marketing activities, and online customer reviews when making purchasing decisions.

3.3. Population and Sample / Research Participants

The research participants consisted of active Regular 1 students at the Institute of Business and Informatics Kosgoro 1957 who used Shopee to purchase fast food. A total of 120 respondents were selected using purposive sampling. The inclusion criteria required respondents to have the Shopee application installed and to have previously purchased fast food through the platform. These criteria ensured that participants had relevant experience to evaluate the digital marketing activities and consumer information examined in the study.

3.4. Data Sources and Data Collection

The study used primary data collected through a structured questionnaire. The questionnaire was administered to eligible respondents to obtain information regarding their perceptions of influencers, social media marketing, online customer reviews, and purchase decisions. The use of respondents with prior fast-food purchasing experience on Shopee ensured that the collected responses were directly related to the research context. Details concerning the data collection period, questionnaire distribution procedure, response rate, and informed consent were not specified in the available research description.

3.3. Measurement of Variables and Research Instruments

The research instrument was developed based on relevant theoretical concepts and previous empirical studies. Influencers (X1) were measured using indicators of information, motivation, role, and status, drawing on the concepts of source credibility, message value, and consumer trust (Lou & Yuan, 2019; Sokolova & Kefi, 2020). Social media marketing (X2) was assessed through content creation, content sharing, user interaction, and community building (Yadav & Rahman, 2017). Online customer reviews (X3) were measured through source credibility, argument quality, perceived benefits, review valence, and review volume, based on previous studies of electronic word-of-mouth and review diagnosticity (Cheung et al., 2008; Filieri, 2015). Purchase decisions (Y) were assessed through product certainty, shopping habits, recommendations, and repurchase. All indicators

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were measured using an interval scale according to the research instrument. The operationalization of the variables is presented in Table 1.

Table 1. Operationalization of Research Variables

Variable	Key Indicators	Role in the Model	Scale
Influencers (X1)	Information, motivation, role, and status	Independent variable	Interval
Social media marketing (X2)	Content creation, content sharing, user interaction, and community building	Independent variable	Interval
Online customer reviews (X3)	Source credibility, argument quality, perceived benefits, review valence, and review volume	Independent variable	Interval
Purchase decisions (Y)	Product certainty, shopping habits, recommendations, and repurchase	Dependent variable	Interval

Source: Processed from the research instruments.

3.6. Data Analysis Techniques

Data analysis was performed using SPSS software. Multiple linear regression was employed to examine the relationships between the three independent variables and purchase decisions at a 5% significance level. The regression model was specified as follows:

$$Y=a+b1X1+b2X2+b3X3+e$$

where (Y) represents purchase decisions; (X_1) represents influencers; (X_2) represents social media marketing; (X_3) represents online customer reviews; (a) denotes the constant; (b_1), (b_2), and (b_3) represent the regression coefficients; and (e) denotes the error term. Partial effects were evaluated using t-tests, while the F-test assessed the simultaneous significance of the independent variables. The correlation coefficient and coefficient of determination (R^2) were used to assess the strength of the relationships and the proportion of variance in purchase decisions explained by the model.

3.7. Validity, Reliability, and Trustworthiness

The quality of the research instrument was assessed using corrected item–total correlation and Cronbach's alpha. An item was considered to satisfy the study's validity criterion when its corrected item–total correlation coefficient exceeded 0.30. Reliability was evaluated using Cronbach's alpha, with values exceeding 0.60 considered to meet the minimum criterion established for the study. In addition, classical regression assumptions were examined before hypothesis testing. Normality was assessed using the Kolmogorov–Smirnov test and a probability–probability (P–P) plot; multicollinearity was evaluated using tolerance and the variance inflation factor (VIF); heteroscedasticity was examined through a residual scatterplot; and autocorrelation was assessed using the Durbin–Watson statistic. These procedures were used to evaluate the quality of the instrument and the suitability of the regression model for hypothesis testing.

3.8. Ethical Considerations

The available methodological description does not specify whether formal ethical approval was obtained or whether particular procedures for informed consent, confidentiality, and personal data protection were implemented. These details should be added based on the procedures actually followed during data collection. No claim of formal ethical approval or specific consent procedures is made in this section because supporting information was not provided.

3.9. Research Procedure

The research process involved developing the questionnaire based on relevant theoretical concepts and previous empirical studies, identifying eligible respondents according to the purposive sampling criteria, collecting primary data through the structured questionnaire, and processing the responses using SPSS. The subsequent stages involved assessing instrument validity and reliability, examining the classical regression assumptions, estimating the multiple linear regression model, and testing the hypotheses using t-tests and an F-test.

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Correlation analysis and the coefficient of determination were also used to interpret the relationships between the variables and the explanatory capacity of the model. Specific dates and detailed administrative procedures were not reported in the available methodological description.

3.10. Methodological Limitations

This study has methodological limitations that should be considered when interpreting the findings. The use of purposive sampling and respondents from a single educational institution limits the generalizability of the results to other student populations, geographical areas, and consumer groups. Furthermore, the quantitative questionnaire-based design captures respondents' reported perceptions within the study context and does not independently establish causal relationships. The findings should therefore be interpreted in relation to fast-food purchasing decisions through Shopee among the selected participants. Future research could employ more diverse samples, include respondents from multiple institutions, and incorporate additional explanatory variables to assess the robustness and broader applicability of the findings.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

The study involved 120 active Regular 1 students at the Institute of Business and Informatics Kosgoro 1957 who had experience purchasing fast food through Shopee. Respondents were selected using purposive sampling based on their use of the Shopee application and previous fast-food purchasing experience. The analysis examined the relationships between influencers (X1), social media marketing (X2), online customer reviews (X3), and purchase decisions (Y). Detailed demographic distributions and descriptive statistics, including means and standard deviations, were not available in the reported results; therefore, these statistics are not presented.

4.1.2. Data Quality and Preliminary Analysis

The results indicate that each item has a corrected item–total correlation greater than 0.30. The Cronbach's alpha coefficient exceeds 0.60, demonstrating that the instrument meets the basic standards of validity and reliability established for the study. The Kolmogorov–Smirnov test yielded an Asymp. Sig. value of 0.200, and the data points on the P–P plot follow the diagonal line; both results indicate that the model residuals satisfy the normality assumption.

Tolerance metrics for each of the three predictors exceed 0.10, while variance inflation factor values remain below 10. Consequently, the model exhibits no multicollinearity according to established standards. The residual scatterplot shows no discernible pattern, with points distributed around the zero axis, indicating the absence of heteroskedasticity. The Durbin–Watson value of 1.805 falls between dU = 1.7536 and 4 − dU = 2.2464, indicating no autocorrelation.

Table 2. Summary of Instrument Quality and Model Assumption Tests

Item validity	CITC	All items > 0.30	Meets criteria
Reliability	Cronbach's alpha	All constructs > 0.60	Meets minimum criteria
Normality	Kolmogorov–Smirnov	Asymp. Sig. = 0.200	Normally distributed residuals
Multicollinearity (X1)	Tolerance; VIF	0,499; 2,002	No indication
Multicollinearity (X2)	Tolerance; VIF	0,336; 2,974	No indication
Multicollinearity (X3)	Tolerance; VIF	0,362; 2,763	No indication
Heteroscedasticity	Scatterplot	No pattern formed	No indication
Autocorrelation	Durbin–Watson	1,805	No indication
Item validity	CITC	All items > 0.30	Meets criteria

Source: SPSS data processing results.

4.1.3. Main Analytical Results

The regression coefficients yield the equation Y = −2.719 + 0.090X1 + 0.578X2 + 0.199X3. The positive coefficients for all three predictors indicate a relationship direction that aligns with purchasing decisions. However, the statistical significance of each variable varies. Since a zero value across the predictor scales does not necessarily fall within the

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observed range, the negative constant is not interpreted as an actual behavioral condition, but rather as a mathematical parameter of the model.

Table 3. Multiple Linear Regression and Partial Test Results

Variable	B	SE	β	t	p	Hypothesis decision
Constant	−2,719	2,465	—	−1,103	0,272	—
Influencer (X1)	0,090	0,091	0,079	0,992	0,323	H1 No effect
Social media marketing (X2)	0,578	0,121	0,462	4,781	<0,001	H2 Significant effect
Online customer review (X3)	0,199	0,058	0,320	3,432	0,001	H3 Significant effect

Source: SPSS data analysis results. B = unstandardized coefficient; SE = standard error; β = standardized coefficient.

Influencers have a positive coefficient of 0.090, but the effect is not significant ($t = 0.992$; $p = 0.323$). Thus, H1 is not supported. Social media marketing has a coefficient of 0.578 and exerts a positive and significant influence ($t = 4.781$; $p < 0.001$); therefore, H2 is supported. Online customer reviews show a beneficial and substantial influence, indicated by a coefficient of 0.199 ($t = 3.432$; $p = 0.001$), thereby supporting H3. Based on standardized coefficients, social media marketing is the strongest predictor ($\beta = 0.462$), followed by online customer reviews ($\beta = 0.320$) and influencers ($\beta = 0.079$).

4.1.4. Hypothesis Testing Results and Key Findings

The hypothesis testing results indicate that H1 was not supported because the partial effect of influencers was not statistically significant. H2 was supported because social media marketing had a positive and statistically significant effect on purchase decisions. H3 was also supported because online customer reviews had a positive and statistically significant effect. The simultaneous F-test indicated that the three independent variables jointly contributed significantly to the regression model. Table 4 presents the overall model results.

Table 4. Summary of Regression Model Fit

R	R^2	Adjusted R^2	SEE	F	p	Cnoclusion
0,797	0,636	0,626	3,350	67,427	<0,001	Significant model; H4 supported.

Source: SPSS data processing results. SEE = standard error of the estimate.

The F-test yielded a statistic of 67.427 with a p-value < 0.001. These results indicate that influencers, social media marketing, and online customer reviews collectively have a substantial impact on purchase decisions, thereby validating H4. An R-value of 0.797 indicates a strong simultaneous association. The coefficient of determination of 0.636 indicates that 63.6% of the variability in purchase decisions is attributable to the three variables in the model, while the remaining 36.4% relates to exogenous influences not analyzed in this study.

4.1.5. Visual Presentation of Results

The regression coefficients and model fit statistics are presented in Tables 3 and 4, respectively. In addition, Table 5 presents the bivariate correlations and simple coefficients of determination for each independent variable in relation to purchase decisions. These results provide supplementary information about the strength of the individual associations without representing each variable's unique contribution to the multiple regression model.

Table 5. Bivariate Correlations and Simple Coefficients of Determination

Predictor	with the purchasing decision	Simple R^2	Relationship strength
Influencer	0,602	0,362	Strong and positive
Social media marketing	0,766	0,587	Strong and positive
Online customer review	0,733	0,537	Strong and positive

Source: SPSS data processing results. The R^2 value in this table is derived from a simple model and does not represent the unique contribution of each predictor in a multiple model.

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As shown in Table 5, the bivariate correlation was 0,602 for influencers, 0,766 for social media marketing, and 0,733 for online customer reviews. The corresponding simple R^2 values were 0,362, 0,587, and 0,537, respectively. All three bivariate relationships were classified as strong and positive in the original analysis.

4.2. Research Discussion

4.2.1. Interpretation of Key Findings

a. The Influence of Influencers on Purchase Decisions

The research results indicate that influencers exert only a partial influence on fast-food purchase decisions via Shopee. Although the bivariate correlation between influencers and purchase decisions is strong (r = 0.602), the standardized coefficient in the multiple regression model is relatively small (β = 0.079) and statistically insignificant. This discrepancy suggests that a simple relationship does not necessarily reflect a unique contribution when social media marketing and online customer reviews are analyzed simultaneously. Some information conveyed by influencers likely overlaps with general social media content and customer reviews, thereby limiting their independent added value. These findings do not imply that influencers are irrelevant; rather, their effectiveness depends on credibility, product fit, message authenticity, and the relationship with the audience.

Lou and Yuan (2019) emphasize that message significance and source credibility influence consumer trust in branded content. Sokolova and Kefi (2020) also demonstrate that credibility and parasocial interaction play a role in shaping purchase intentions. In the context of fast food on Shopee, university students may prioritize directly verifiable information—such as price, product photos, buyer ratings, delivery conditions, and consumption experiences—over recommendations from a figure alone. Vrontis et al. (2021) explain that while influencer marketing can build brand awareness and emotional connections with audiences, its impact on purchase decisions relies heavily on influencer credibility and the degree of fit between the influencer and the promoted product.

Consequently, the use of influencers should not rely solely on follower counts. Companies need to evaluate audience alignment, track records, credibility, the quality of product demonstrations, and the influencer's ability to direct consumers toward clear transaction information. Collaborations will be more effective if influencer content is integrated with verified reviews, purchase links, product details, and authentic evidence of the consumer experience.

b. The Influence of Social Media Marketing on Purchase Decisions

Research results indicate that social media marketing has a positive and significant influence on purchase decisions and stands out as the most dominant variable.

These findings reinforce the research of Yadav and Rahman (2017), which explains that social media marketing activities encompass the ability to create content, foster interaction, connect users, and build communities. Such activities enable consumers to access information more easily, increase product engagement, and accelerate the purchase decision process. These results also support Alalwan (2022) findings, which demonstrate that social media marketing activities play a crucial role in building consumer engagement and influencing purchasing behavior in the digital environment. Social media functions not merely as a promotional medium but also as an interactive space where consumers can gather information, form perceptions of value, and evaluate options prior to a transaction.

From the perspective of the Theory of Planned Behavior, exposure to relevant information and brand interaction can shape a more positive attitude, while easy access to purchase links strengthens the perceived behavioral control regarding the act of buying. Consequently, consumers do not simply receive promotional messages; they also gain access to a straightforward and tangible course of action. Furthermore, Dwivedi et al. (2021) explain that the evolution of digital marketing has transformed social media from a mere communication channel into a platform for relationship building, consumer experiences, and transaction processes. In the context of fast food sales via Shopee, visual content, promotions, and interactive communication are vital factors in establishing consumer confidence.

For fast-food sellers, recommended strategies include presenting realistic product visuals, providing

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transparent pricing and promotional information, clearly outlining service areas and delivery times, ensuring rapid responses, and utilizing links that direct consumers straight to the product page. Content should also be designed consistently to build brand recognition while simultaneously encouraging interaction and conversation with consumers.

c. The Influence of Online Customer Reviews on Purchasing Decisions

Online customer reviews have a positive and significant influence on purchasing decisions. These results suggest that consumer reviews serve as an important source of information when potential buyers cannot inspect the goods in person. In fast food, consumers need information about taste, conformity of appearance to description, packaging safety, order accuracy, and delivery speed. Reviews that are detailed, relevant, and supported by photos or videos reduce information asymmetry and increase pre-purchase confidence. This research is in line with Zhang and Zhao (2024) showing that online reviews have an influence on purchase intention through the review's ability to reduce consumer uncertainty. Factors such as the quality of review content, positive sentiment, and review format are important aspects in shaping consumer perceptions of products.

These findings are in line with the electronic word-of-mouth literature, which explains that argument quality, source credibility, relevance, and usefulness of information influence the acceptance of online viewpoints (Cheung et al., 2008). Filieri (2015) adds that the diagnostic value of reviews helps consumers assess product quality and influence decisions. Therefore, the number of reviews alone is not enough; Consumers also consider the authenticity, consistency, depth of information, and suitability of reviews to the condition of the product received. In addition, the results of this study are in line with the recent study of Ismagilova et al. (2021) which shows that electronic word of mouth has an influence on digital consumers' purchasing intentions and behavior. Information coming from other customers can increase consumer confidence because it provides an overview of real experiences after using the product.

Marketplace managers and sellers can strengthen the benefits of reviews through purchase verification mechanisms, easy uploading of photos or videos, prompts that encourage consumers to provide specific information, and professional responses to complaints. These practices can improve the quality of information without guiding or manipulating consumer judgment.

d. Simultaneous Influence

Influencers, social media marketing, and online customer reviews collectively exert a significant influence on purchasing decisions, as evidenced by an R^2 value of 0.636. This figure indicates that the decision to purchase fast food via Shopee is shaped by various information sources, including marketing communications, social interactions, and feedback from other consumers. Social media marketing offers a pathway to enhance visibility and engagement; online customer reviews mitigate risk; and influencers can boost social awareness and credibility when their personas and communications are relevant. These findings support the view that digital consumer behavior is shaped by a combination of information sources originating from both companies and user communities (Dwivedi et al., 2021; Alalwan, 2022). The results align with Pratama et al. (2024), demonstrating that a combination of digital marketing activities, influencer marketing, and customer reviews is linked to purchasing decisions on the Shopee platform. However, the strength of each variable may vary depending on product characteristics and consumer behavior.

These findings support the perspective of the Theory of Planned Behavior, which posits that behavioral decisions are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of this study, influencers can shape social norms, social media marketing builds perceptions and conveys product information, while online customer reviews provide evidence of consumer experiences.

The remaining 36.4% of the variance indicates the presence of other factors not included in the model, such as price, discounts, shipping costs, product quality, taste, seller trustworthiness, app usability, satisfaction, and delivery speed. Therefore, marketing strategies should not merely focus on increasing the intensity of digital promotions but also ensure that the offer, service quality, and post-purchase experience reinforce the conveyed message.

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This study has several limitations. First, respondents were drawn from a single educational institution, resulting in a relatively homogeneous sample profile. Second, the use of purposive sampling limits statistical generalizability. Third, the cross-sectional design and the use of questionnaires to measure perceptions at a single point in time are insufficient to draw strong conclusions regarding causality. Fourth, the study did not incorporate mediating or moderating variables—such as trust, engagement, risk perception, or influencer-product congruence. Future research could employ a multi-campus sample, probability sampling techniques, actual transaction data, and structural modeling to examine the underlying mechanisms of these relationships in greater depth.

4.2.2. Comparison with Previous Studies

The influence of influencers on purchase decisions. The insignificant partial effect of influencers differs from the expectation that influencer recommendations consistently translate into purchasing decisions. Lou and Yuan (2019) emphasize that message value and source credibility are important in building consumer trust in branded content. Sokolova and Kefi (2020) similarly demonstrate the importance of credibility and parasocial interaction in shaping purchase intentions. Vrontis et al. (2021) explain that influencer marketing effectiveness depends on influencer credibility and the fit between influencers and promoted products. The present findings suggest that, in the studied context, influencer recommendations may not provide sufficient independent explanatory value when consumers also consider social media marketing and online customer reviews. Students may prioritize directly verifiable information, including product prices, photographs, ratings, delivery conditions, and previous consumption experiences.

The influence of social media marketing on purchase decisions. The positive and significant effect of social media marketing is consistent with Yadav and Rahman (2017), who discuss social media marketing activities involving content creation, interaction, connectivity, and community building. The finding also supports Alalwan (2022) discussion of the importance of social media marketing in consumer engagement and purchasing behavior. Furthermore, Dwivedi et al. (2021) explain that digital marketing has evolved beyond conventional communication into an environment for relationship building, consumer experiences, and transactions. The present study extends this discussion by identifying social media marketing as the strongest predictor among the three variables examined.

The influence of online customer reviews on purchase decisions. The positive and significant effect of online customer reviews is consistent with Zhang and Zhao (2024), who show that online reviews influence purchase intention by reducing consumer uncertainty. It also aligns with Cheung et al. (2008), who emphasize the importance of argument quality and source credibility in the acceptance of online opinions, and Filieri (2015), who highlights the diagnostic value of reviews in evaluating product quality. In addition, Ismagilova et al. (2021) demonstrate the relevance of electronic word-of-mouth to digital consumers' purchasing intentions and behavior. These findings reinforce the importance of detailed, credible, and relevant reviews when consumers cannot fully evaluate fast-food products before consumption.

The simultaneous influence of the three variables. The finding that influencers, social media marketing, and online customer reviews jointly explain 63.6% of the variance in purchase decisions is consistent with the view that digital consumer behavior is shaped by multiple information sources (Dwivedi et al., 2021; Alalwan, 2022). It also aligns with Pratama et al. (2024), who examined social media content, influencer marketing, and customer reviews in relation to purchasing decisions on Shopee. Nevertheless, the present results show that the strength of the individual relationships varies, with social media marketing and online customer reviews demonstrating significant partial effects while influencers do not.

4.2.3. Theoretical Contributions

This study contributes to the application of the Theory of Planned Behavior (Ajzen, 1991) in the context of digital marketplace purchasing decisions. Influencers can be understood as potential sources of social cues, social media marketing as a source of information that shapes consumer attitudes, and online customer reviews as evidence of other consumers' experiences that can reduce uncertainty when evaluating alternatives.

The results refine this application by

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demonstrating that the three sources of digital influence do not necessarily contribute equally to purchasing decisions. Social media marketing and online customer reviews exhibit statistically significant partial effects, whereas the independent effect of influencers is not statistically significant in the combined model. Thus, the findings support an integrated approach to understanding digital consumer behavior while highlighting the importance of distinguishing between bivariate associations and independent regression effects.

4.2.4. Practical and Policy Implications

The findings have several implications for fast-food sellers and digital marketers operating through Shopee. First, social media marketing should be prioritized through informative and engaging content, realistic product photographs, transparent prices and promotions, clear delivery information, and responsive communication. Direct links to product pages can also help consumers access relevant purchasing information more efficiently.

Second, sellers and marketplace operators should strengthen the quality and credibility of online customer reviews. Practical measures include enabling verified purchasers to upload photographs or videos, encouraging specific and informative feedback, and responding professionally to complaints. These practices can improve the usefulness of reviews without manipulating consumer evaluations.

Third, influencer collaborations should be selected based on audience relevance, credibility, product compatibility, and communication quality rather than follower counts alone. Integrating influencer content with accurate product details, direct purchasing links, and verified customer reviews may help consumers evaluate products more comprehensively. These recommendations are consistent with the finding that influencers do not have a statistically significant independent effect in the present regression model, although they may still serve a supporting role in an integrated marketing strategy.

4.2.5. Integration with the Research Gap

The study addresses the identified research gap by examining influencers, social media marketing, and online customer reviews simultaneously in the specific context of fast-food purchases through Shopee among students at the Institute of Business and Informatics Kosgoro 1957. Rather than considering these factors separately, the analysis evaluates their individual and combined relationships with purchasing decisions.

The findings provide context-specific evidence that social media marketing and online customer reviews have significant partial effects, while the partial effect of influencers is not statistically significant. The combined model explains 63.6% of the variance in purchase decisions. These results clarify the relative importance of the three digital information sources within the selected sample and demonstrate why their effects should be evaluated together rather than assumed to be equally influential. The remaining 36.4% also indicates that other factors outside the model may contribute to purchasing decisions.

4.2.6. Acknowledgement of Study Limitations

Several limitations should be considered when interpreting the findings. First, respondents were drawn from a single educational institution, which limits the transferability of the results to other student populations and consumer groups. Second, purposive sampling restricts statistical generalizability beyond respondents who meet the specified selection criteria. Third, the cross-sectional questionnaire design captures respondents' perceptions at a single point in time and does not establish causal relationships. Fourth, the model does not include potential mediating or moderating variables, such as consumer trust, engagement, risk perception, and influencer–product congruence.

Future studies could address these limitations by recruiting respondents from multiple institutions, employing probability-based sampling where feasible, incorporating actual transaction data, and applying structural modeling to examine potential mediating and moderating mechanisms. Additional variables, including price, discounts, shipping costs, product quality, taste, seller trustworthiness, app usability, satisfaction, and delivery speed, could also be examined to improve understanding of digital purchasing decisions.

5. Conclusion

5.1. Summary of Key Findings

The findings indicate that social media marketing is the strongest predictor of fast-food

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purchasing decisions, followed by online customer reviews, while influencers have no significant partial effect. These results suggest that consumers place considerable importance on engaging promotional content and experiential information from other customers when making purchasing decisions through Shopee.

5.2. Theoretical Contributions

This study contributes to the literature on online consumer behavior by demonstrating that the effects of digital marketing strategies on purchasing decisions differ across promotional channels. The findings emphasize the importance of distinguishing the influence of social media marketing and online customer reviews from influencer marketing. They also provide empirical evidence that consumer purchasing decisions in digital marketplaces are associated not only with promotional exposure but also with information derived from customer experiences.

5.3. Practical and Policy Implications

Fast-food sellers should prioritize informative, engaging, and accessible social media content linked directly to product purchasing pages. They should also encourage honest, verified, and detailed customer reviews supported by photos or videos. Although influencer marketing may still be useful, influencer selection should prioritize credibility, audience relevance, product fit, and communication quality rather than popularity alone. Platform operators can support these efforts by facilitating transparent review systems and accessible product information.

5.4. Limitations of the Study

This study focuses on students at the Institute of Business and Informatics Kosgoro 1957, limiting the generalizability of its findings to other consumer groups and contexts. The use of a purposive sample and cross-sectional questionnaire data also limits the extent to which the results can represent broader purchasing behavior or capture changes over time. Furthermore, the model explains 63.6% of the variation in purchasing decisions, leaving other potentially relevant factors outside its scope.

5.5. Directions for Future Research

Future studies should include more diverse samples from multiple institutions or consumer groups and consider using actual transaction data to strengthen the generalizability and robustness of the findings. Additional variables, such as price, promotions, shipping costs, product quality, taste, trust, satisfaction, and application ease of use, should also be examined to improve the explanatory power of the research model. Further investigation into the conditions under which influencer marketing affects purchasing decisions may help clarify its role in digital food marketing.

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