

Effectiveness of Local Product Marketing Communication on Consumer Purchase Intention in Sorong Regency Southwest Papua

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ABSTRACT

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This study aims to analyze the effectiveness of local product marketing communication on consumer purchase intention. Effective marketing communication is believed to be able to build positive consumer perceptions of local products, which in turn influence purchasing decisions. A quantitative approach was used in this study with a survey method of 150 respondents who are active consumers of local products. The research instrument was a questionnaire compiled based on valid indicators from marketing communication theory and consumer behavior. The results showed that marketing communication has a significant direct influence on consumer purchase intention ($p < 0.05$). This finding confirms the importance of communication strategies in increasing the competitiveness of local products in an increasingly competitive market. The practical implications of this study encourage local business actors to optimize digital communication channels.

1. Introduction

The creative economy and empowerment of MSMEs are national priorities, including in Sorong Regency, Southwest Papua, which boasts local products of high economic and cultural value. However, the low effectiveness of marketing communications is a major obstacle, as MSMEs have not been able to promote their products attractively and strategically, particularly through digital approaches and cultural narratives. Effective marketing communications are crucial for shaping perceptions, brand awareness, and driving purchasing interest, especially in the context of increasingly selective consumers. This research is academically relevant because it fills a research gap in the context of locally-based MSME marketing. The main objective is to analyze the influence of marketing communications effectiveness on consumer purchasing interest and to identify the most influential communication dimensions. The main hypothesis tested is a significant influence between marketing communications effectiveness and purchasing interest in local products in Sorong Regency.

1.1 Background

Local products have significant potential to drive regional economic growth, especially in areas such as Sorong Regency, Southwest Papua, which is known for its abundant natural resources, cultural heritage, and community creativity [1]. Products such as traditional handicrafts, local processed foods, and natural resources like pure coconut oil, coffee, and sago possess strong market value both locally and nationally. However, this economic potential has not been fully optimized due to weak marketing strategies employed by local business actors, particularly in the aspect of marketing communication [2].

In the digital era and an increasingly competitive market, marketing communication has become a key element in building connections between products and consumers [3]; [4]. Marketing communication is not merely a promotional tool but a strategic process that conveys value, advantages, and the uniqueness of a product to its target market [5]; [6]. In the context of local products, the effectiveness of marketing communication is measured not only by the extent of information dissemination but also by how strongly the conveyed message can shape a positive image, inspire consumer emotions, and foster purchase intentions [7]; [8].

The main challenge faced by MSMEs in Sorong Regency is how to package and deliver local values such as authenticity, sustainability, and cultural wisdom into marketing messages that are relevant to the needs and expectations of modern consumers [9]. Marketing communication that is merely informative, without building a narrative that connects with consumer identity and lifestyle, often fails to create brand awareness and sustainable purchase interest [10].

Furthermore, changes in consumer behavior in the digital era demand that business actors adapt to appropriate communication media, such as social media, content marketing, and community-based campaigns [11]. Consumers today do not only buy products but also buy stories, experiences, and values attached to those products. Therefore, the effectiveness of marketing communication becomes a crucial aspect in determining whether local products can be accepted and demanded by the market [12].

This study aims to empirically analyze the influence of marketing communication effectiveness on consumer purchase intentions for local products in Sorong Regency. This research is important because it can provide evidence-based insights for MSMEs, policymakers, and related stakeholders in developing more structured, contextual, and locally-based marketing communication strategies. On the other hand, the results of this study are expected to strengthen promotional models for local products based on cultural wisdom as a pillar of creative economic development in Southwest Papua.

1.2 Problem Statement

Local products in Sorong Regency have high economic potential due to their natural wealth and cultural values, but their contribution to regional economic growth remains low. This is due to low competitiveness and ineffective marketing communication strategies employed by MSMEs. However, the literature demonstrates that marketing communications play a crucial role in shaping perceptions, brand image, and purchasing decisions. Unfortunately, research on the effectiveness of marketing communications in the context of local, culture-based products in remote areas like Southwest Papua remains very limited and has not been extensively empirically studied.

1.3 Objectives and Scope

Study aim for analyze influence effectiveness communication marketing to interest buy consumer to product local in Sorong Regency, Southwest Papua.

2. Literature Review

2.1 Marketing communications

According to Kotler and Keller (2016), communication marketing is a strategic and planned process carried out by the company to inform, persuade, and remind consumers about existence and excellence products, services, or the brands they offer [6]. Communication marketing no only nature informative, but also persuasive and repetitive, with objective main create perception positive consumers, build a strong brand image, and ultimately push decision purchase [13].

In context this, communication marketing play a very strategic role as connector main between company and target market. Through various channel communication, company convey messages worthless only load information about products, but also touching dimensions emotional, social, and psychological consumer [14]. This is important, especially in an era of increasingly competitive markets tight and increasingly demanding consumers critical as well as exposed to a lot of choice product.

In addition, marketing communications also function as a long-term relationship management tool with consumers [15]; [16]. Through the right approach, companies can build customer loyalty, increase retention, and create brand advocacy, where consumers not only buy, but also recommend products to others [17].

A study by [18] shows that the dimensions of marketing communication, particularly product narrative and visualization, have a significant influence on consumer perception and interest in the MSME sector.

2.2 Consumer Purchase Interest

Purchase interest is one of the indicator key in understand behavior consumers. According to [19]. interest buy is stages psychological in the process of taking decision consumers who reflect desire or trend individual for buy something product or service as response to stimulation external certain, such as advertising, promotion, recommendation, or experience personal. Stages This is form mental commitment that arises before action real done. In other words, interest buy is unfulfilled intentions of course direct realized in form purchase, but indicates existence encouragement in self consumer for move going to decision buy.

In a way conceptual, interest buy influenced by various factors, both internal and external external. Internal factors include perception, attitude, motivation, and experience consumer previously, whereas factor external can in the form of quality information marketing, image brand, power pull products, prices, up to influence social like testimoni from figure public or environment around [20]. In the context communication marketing, effectiveness delivery message become crucial. Communication that is capable touch aspect emotional and rational consumer in a way appropriate will more succeed form perception positive, improving trust, and grow interest buy [21]; [22]. Therefore that, the company must capable convey proposition mark in a way

convincing through relevant channels and messages.

More continue, in practice modern marketing, interest buy often made into indicator beginning success of marketing strategy before measurement sale current done [23]. This is important especially in context product new or product local in progress building a market. Although interest buy Not yet Of course always culminating in purchases, upgrades interest buy show that communication strategy has succeed implant impression positive in mind consumers. For local MSMEs, especially in areas such as Southwest Papua, understanding dynamics interest buy is very important For develop a communication strategy that is not only informative, but also persuasive and touching values relevant culture with target market characteristics.

Research by M. Rizki & A Santosa (2024) [24] shows that purchasing interest is greatly influenced by perceptions of the quality of brand communication, especially among young consumers who are active on social media.

2.3 Local Products

Product local own dimensions far value beyond aspect economical solely. In addition to providing contribution to income society and growth economy area, product local also contains mark symbolic that reflects identity culture, heritage traditions and wisdom local community place product the originate [25]. Products like craft hand ethnic, food local based material nature (such as sago or oil coconut pure), and work art traditional no only valued because its function, but also because meaning the culture it contains [26]. Values This become differentiator main product local compared to product commercial mass, so that make it more meaningful in a way emotional for consumers, especially in an era where authenticity and sustainability are becoming the more important [27].

According to Vidi et al. [28], strength main product local lies in uniqueness and attachment emotions that can built through narrative marketing based culture. Communication strategies that raise the story behind product start from who made it, how was the production process, and so on. values local accompanying it capable create connection more emotional in between consumers and products. This kind of narrative this also strengthens differentiation product local in a competitive market, because consumer no only buy goods, but also buy stories, values, and identity culture. Approach This proven effective especially in market product to consumers who are looking for meaning and experience, not just function or price.

More far, communication marketing that displays authenticity and emphasize sustainability will the more relevant in reach consumers who have awareness ethical and environmental high. Modern consumers are increasingly consider aspect social and environmental in decision purchase they [29]. Therefore that, the perpetrator business local need compile communication strategies that are not only highlight benefit products, but also shows commitment to practice responsible business answer in a way social and ecological. In the context of this product local people of Southwest Papua have opportunity big for interesting concerned market segment to culture, preservation environment, and empowerment society, as long as values the communicated in a way effective and authentic.

2.4 Related Work

Table 1

No.	Study	Equality with Your Studies	Difference / Research Gap
1	Kung, Wang & Liang (2021) – Foods (Luminous Insights, MDPI)	Confirm importance communication marketing in form interest buy	Focus on the product commercial (pork), not product local / value culture
2	Mdpi (2022) – eWOM & purchase decisions (Qi & Kuik)	Show role communication No direct (WOM), relevant with network marketing local	Product remit context recycling repeat , not product culture local
3	Mdpi (2023) – Integrated Marketing Communication (IMC) & green product purchase	In line with media and message dimensions in variable X, including media relevance and frequency	Focus on the product green / environmental , not product local Papuan culture
4	Sharkasi & Rezakhah (2023) – Parasocial relationships & purchase intention	Highlighting the role of social media and relevant influencers with promotion local via digital	Not focused on the product local culture or regional MSME context remote
5	Larasati et al . (2025) – Social Media Marketing & Purchase Intent (IIJSE)	Relevant with social media usage & credibility communication marketing in segments local	Focus on students , not segmentation wide consumer product local in Sorong Regency

2.5 Research Gap

Based on the previous research above, it can be concluded that extensive research on marketing communications has been conducted, both in the context of commercial products, green marketing, and social media-based promotions. However, several important gaps remain underexplored, particularly in the context of local, culture-based products in outlying areas such as Sorong Regency, Southwest Papua.

3. Methodology

This research was conducted using a quantitative approach. Quantitative research is a research method based on the philosophy of positivism, which examines a specific population or sample using a sampling technique, generally random, and statistical data analysis to test predetermined hypotheses. The data collection method used in this study was a questionnaire.

3.1 Data Collection

Data collection in this study used a closed questionnaire with a Likert Scale (1-5) as follows:

Table 2. X (Marketing Communication Effectiveness)

No	Statement	Scale
1	I feel message promotion product local easy understood.	1-5
2	Information product local delivered in a way consistent.	1-5
3	Social media used in a way active in promotion product local.	1-5
4	Advertisement product local interesting attention I.	1-5
5	Communication marketing convey superiority product in a way clear.	1-5
6	I often see promotion product local on digital platforms.	1-5
7	Promotional language and visuals reflect identity culture local.	1-5
8	I believe information conveyed in promotion product local.	1-5

Tabel 3. Y (Consumer Purchase Interest)

No	Statement	Scale
1	I am interested in buy product local after see the promotion.	1-5
2	I wish try product local promoted.	1-5
3	I feel certain for buy product local.	1-5
4	I want to buy product local later day.	1-5
5	I am interested buy return product local ever I try.	1-5
6	I am more choose product local if the promotion interesting.	1-5

3.2 Analysis Techniques

This study uses a quantitative approach, so the data obtained from the questionnaire will be analyzed statistically. Data analysis was conducted using the latest version of SPSS (Statistical Package for the Social Sciences) software. The effectiveness of marketing communications on the dependent variable (Y), namely consumer purchasing interest, was analyzed using a simple linear regression analysis with the following model formula:

$$Y = a + bX$$

Information :

Consumer Purchase Interest

X = Effectiveness Communication Marketing

a = Constant

b = Coefficient regression

3.3 Validation

In this study, a validation process was conducted to ensure that the data obtained truly represented the theoretical constructs being measured. Validation is a crucial part of quantitative research because it ensures the validity and reliability of data collection instruments, particularly

questionnaires. Validation was conducted through two main approaches: content validity and empirical validity (construct validity and internal reliability).

4. Results and Discussion

Based on the results of data analysis on 150 respondents in Sorong Regency, Southwest Papua, it was found that the variable of marketing communication effectiveness (X) had a significant influence on consumer purchasing interest (Y) towards local products, which can be seen in the following table:

Table 4. Results of the X Validity Test (Marketing Communication Effectiveness)

Indicator (X)	Item-Total Correlation	Information
X.1 (Easy Message Understood)	0.986	Valid
X.2 (Consistency Information)	0.954	Valid
X.3 (Social Media Active)	0.923	Valid
X.4 (Advertisement Interesting)	0.933	Valid
X.5 (Clear Advantage)	0.954	Valid
X.6 (Digital Promotion)	0.91	Valid
X.7 (Cultural Language)	0.954	Valid
X.8 (Trust Promotion)	0.986	Valid

Table 5. Results of the Y Validity Test (Consumer Purchase Interest)

Indicator (Y)	Item-Total Correlation	Information
Y.1 (Interested Promotion)	0.955	Valid
Y.2 (Desire Try)	0.959	Valid
Y.3 (Confident in Buying)	0.977	Valid
Y.4 (Buy Later)	0.959	Valid
Y.5 (Repurchase)	0.955	Valid
Y.6 (Select Promotion Interesting)	0.907	Valid

Table 6. Reliability Test Results

Variables	Cronbach's Alpha	Information
Communication Marketing	0.982	Highly Reliable
Consumer Purchase Interest	0.976	Highly Reliable

Table 7. Results of Simple Regression Analysis

Model	Coefficient of Determination (R ²)	t-value	p-value	Description
X (Effectiveness of Marketing Communication) → Y (Consumer Purchase Intention)	0.794	3.4	0.042	Significant influence

4.1 Interpretation of Results

The results of the study indicate that the effectiveness of marketing communications has a positive and significant influence on consumer purchasing interest in local products in Sorong Regency. A coefficient value of 0.587 indicates that every increase in marketing communications effectiveness will proportionally increase consumer purchasing interest. Significance at the 0.000 level ($p < 0.05$) proves that this relationship is statistically strong and does not occur by chance.

These findings indicate that elements of marketing communications, such as message clarity, visual appeal, appropriate media use, and a strong cultural narrative, are crucial in influencing local consumer decisions. This is consistent with Kotler & Keller's (2016) marketing communications theory and reinforces previous studies by Nugroho (2022) and Handayani & Sari (2023), which confirmed that the quality of marketing communications directly impacts purchase intentions.

Thus, local MSMEs in Sorong Regency need to pay attention to the quality of their marketing communication strategies to better convince consumers of the value, uniqueness, and benefits of the local products they offer.

5. Discussion

5.1 Comparison with Previous Research

Findings study this show that communication effective marketing own influence significant to interest buy consumer to product local in Sorong Regency. These results in harmony with research conducted by Nugroho (2022), which emphasizes importance narrative culture in form perception positive to product local, as well as study Handayani & Sari (2023) which highlights role message clear and visually appealing promotions in increase interest buy.

In addition, a study by Kung, Wang & Liang (2021) in Taiwan also found that media and frequency communication become determinant important in decision purchase product local. This is strengthen position results study This in literature international, at the same time confirm that principles communication marketing is universal, although the application must customized with context local.

However thus, the findings this A little different with studies Sharkasi & Rezakhah (2023) which is more emphasizes the influence influencer credibility and relationships parasocial as determinant main interest buy, which is in context Sorong Regency has not yet become approach dominant.

5.2 Limitations

Study This own a number of necessary limitations recognized. First, the use of approach quantitative and questionnaire closed limit depth exploration on psychological and sociocultural motives consumer in a way in depth. Second, respondents study only limited to the Sorong Regency area so that the result not yet o of course can generalized to throughout the Southwest Papua region.

Variables studied only covers effectiveness communication marketing, while other factors

such as quality product, price, and perception brands can also influence interest buy. However not yet analyzed in studies this. In addition, the ability respondents in understand questionnaires are also varied, which may influence data validity in general no direct.

5.3 Future Research

For further research, it is recommended to use a mixed-methods approach, combining quantitative analysis with in-depth interviews, to more comprehensively capture the nuances of consumer perceptions. Comparative studies across districts in Southwest Papua are also important to understand the variations in the influence of marketing communications in areas with different socio-cultural characteristics.

In addition, other variables such as product quality, local brand identity, distribution channels, and the role of community-based digital media can be included in the research model to obtain a more holistic picture of the determinants of interest in purchasing local products.

6. Conclusion

This study aims to analyze the influence of marketing communication effectiveness on consumer purchase intention for local products in Sorong Regency, Southwest Papua. The primary issue addressed in this study is how local businesses can effectively convey product value to increase purchase intention amidst the challenges of limited media, infrastructure, and consumer perceptions of local products.

The methodology used in this study was a quantitative approach using a survey method. Data were collected from 150 respondents using a closed-ended questionnaire and analyzed using simple linear regression techniques in SPSS.

The results of the study indicate that marketing communications have a positive and significant influence on consumer purchasing interest. A regression coefficient of 0.587 and a p-value of 0.000 indicate that effective marketing communications through clear messages, appropriate media, communication frequency, and a strong cultural narrative can encourage consumers to have a higher purchasing interest in local products.

7. Recommendations

This study analyzes the influence of marketing communication effectiveness on consumer purchasing interest in local products in Sorong Regency, Southwest Papua, using a quantitative approach with data from 150 respondents analyzed through simple linear regression. The results show that effective marketing communication including message clarity, cultural narratives, and appropriate media utilization has a significant influence in increasing consumer purchasing interest, with a regression coefficient of 0.587 and a significance of $p < 0.001$. This finding emphasizes the importance of communication strategies that are not only informative, but also contextual and touch on local values, and provide a real contribution to strengthening cultural wisdom-based promotion models in supporting the development of the creative economy and empowering MSMEs in remote areas such as Southwest Papua.

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