



**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SHOPPING
EXPERIENCE ON CUSTOMER INSPIRATION AND PURCHASE
INTENTION: A STUDY OF MARKETPLACE USERS**

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Abstract

The development of social media has changed the advertising and marketing landscape and has turned into a tool that businesses and companies can put to good use. E-commerce or more popular with online buying and selling is currently being loved by the Indonesian people. In the context of marketing, new ideas are usually provided through marketing stimuli and can generate motivation to buy products. Therefore, this study aims to determine the effect of social media marketing, shopping experience, on customer inspiration and purchase intention. The research sample was 170 respondents taken from online questionnaires distributed. Researchers used IBM SPSS Version 25 software as a data analysis technique. The results showed that there is an effect of social media marketing, shopping experience has a positive and significant effect on customer inspiration, social media marketing has no positive effect on purchase intention, shopping experience has a positive effect on purchase intention and there is an effect of social media marketing, shopping experience on purchase intention mediated by customer inspiration is positive and significant.

Keywords: Social Media Marketing, Shopping Experience, Customer Inspiration, Purchase Intention



INTRODUCTION

Technological developments have had a significant impact on social media, bringing benefits and challenges in various ways. Social media platforms have revolutionized the rapid dissemination of information on a large scale (Muller, 2021). Indirectly, technology users have increased sharply. Furthermore, the synergy between social media and technology has created new mapping mechanisms that allow users to interact with online information services in innovative ways (Amri, 2017). The use of social media technology in the business ecosystem can drive improved business performance (Lardón-López et al., 2022). Social media plays a diverse role in modern society and serves as an important tool for communication, community building, and information dissemination (Sergeeva, 2023). Indonesia ranks ninth for countries with the highest e-commerce users (Social & Meltwater, 2024). Internet users in Indonesia, 56.2% of whom shop online via mobile phones, and the remaining 43.8% via media other than mobile phones (Social & Meltwater, 2024).

The emergence of technology and the internet has made human life fast-paced and instant. In fact, it has now become a lifestyle for people, especially those living in urban industrial societies, especially the millennial generation or Generation Y. Based on the start and end years, the classification of Generation Y is formed for those born in 1980-1990, or in the early 2000s, and so on (William Strauss, Neil Howe, 1991). E-commerce businesses cannot be separated from the concept of the marketplace.

Inspiration is a core marketing function that is becoming increasingly important due to slow growth and increasing competition in the retail industry. In today's challenging market environment, inspiration promises to increase customer spending and support differentiation from competitors. Inspiration involves realizing new ideas or insights and motivating people to act (Thrash and Elliot 2003, 2004). In a marketing context, new ideas are typically provided through marketing stimuli and can lead to motivation to purchase a product or service. Many consumers are open to new ideas during their shopping trips, as only about half have a concrete product in mind and only 19% have a set price limit upon entering the store (Rudolph and Weber 2012). For some customers, the search for new ideas is even a primary motive for shopping (Arnold and Reynolds 2003). By meeting this need and inspiring shoppers with new product ideas, retailers can increase customer spending and sales (Rudolph, Böttger, and Amgwerd 2013). Research conducted by Parastanti et al (2014) shows that



previous purchasing experience has a significant difference with the subgroup that has no previous purchasing experience in online shopping.

E-commerce is the act of buying and selling electronically using the internet as a medium. E-commerce, or more popularly known as online buying and selling, is currently popular among Indonesians. The many advantages of online shopping have made it popular among the public. One advantage is lower prices than buying directly from the store. According to a Statista report on the top 10 most frequently visited e-commerce sites in Indonesia, Shopee ranked first with 71.53 million clicks per month in the first quarter of 2020. Besides Shopee, there are several other e-commerce sites frequently visited by users in Indonesia. Tokopedia was in second place with 69.8 million clicks per month during the first quarter of 2020. Bukalapak was in third place with 37.63 million clicks per month, while Lazada Indonesia received 24.4 million clicks per month and Blibli received 17.6 million clicks per month. Then JD.id, Orami, Bhinneka, Sociolla and Zalora Indonesia received less than 7 million clicks per month during the first quarter of 2020.

From the description above, it can be concluded that marketplaces in Indonesia are highly sought after by customers for easy online shopping. This begins with how social media marketing is applied by marketplaces to influence customers to inspire them, thereby generating purchase intentions. Customer experience can encourage customers to purchase products in marketplaces through the presence of advertisements and the latest innovations offered by the marketplace. Researchers refer to Hamayoun Ghafourzey (2020) who stated that although several studies examine consumer inspiration in different contexts, the existing literature does not provide empirical studies examining the impact of social media marketing on customer inspiration and purchase intentions. Therefore, this study addresses the gap in customer inspiration and offers a valuable perspective to the literature. This research also provides a strong basis for implications for telecommunications companies and their stakeholders.

From this problem, researchers are interested in conducting research with the title "The Influence of Social Media Marketing, Shopping Experience on Customer Inspiration and Purchase Intention" (Study on Marketplace users).

LITERATURE REVIEW

Social Media Marketing

According to Rauschnabel et al. (2019), social media marketing, also often referred to as online marketing, web marketing, and internet marketing, has become increasingly popular in recent decades. Social media marketing, as a new



discipline within digital marketing, is an interdisciplinary and cross-functional phenomenon that often utilizes social media in combination with other communication channels to pursue organizational goals by creating value for stakeholders.

These potential users spend several hours on various social media platforms. Therefore, marketers support the ever-changing social media as an effective marketing channel, Appel et al., (2020). According to Kim & Ko (2012), the components of social media marketing consist of: entertainment, interaction, customization, trends, and eWOM.

Shopping Experience

Experience is any process that can be taken as learning and increasing behavioral potential from both formal and non-formal education, experience can also be interpreted as a process that leads someone to a higher behavioral pattern (Balady, 2011). Online shopping experiences are a form of someone's experience where he or she obtains comfort and convenience in conducting online transactions (Pentina, et al in Assegaf, 2015).

Online shopping experience indicators according to Ling et al (2010): Experienced in online shopping, feeling competent when shopping online, feeling comfortable when using the shopping website, feeling that the online site is easy to use.

Customer Inspiration

Thrash and Elliot (2003) suggest that inspiration has three core characteristics: awakening, transcendence, and approach characteristics. Awakening is a state in which an individual is recalled or awakened by a stimulus and inspired. Transcendence refers to the process by which inspiration brings new thoughts, ideas, or awareness to an individual, which are superior to previous thoughts. Approach motivation occurs when individuals seek to actualize their new thoughts because they are inspired. Inspiration has three distinct perspectives to distinguish it: episode, state, and trait (Thrash et al., 2014).

First, inspiration can be treated as an episode because it can occur from time to time. Second, inspiration can be considered a state because it can be triggered by external stimuli, such as external experiences, other people, ideas, or events. Third, inspiration can be a trait because individuals differ in the frequency and strength of experiencing inspiration. In an inspired state, customers receive a marketing-related offer (e.g., an advertisement) and realize a new possibility. In everyday life, an inspired state is described as an “aha” moment, when someone suddenly realizes something like “I get it,” or “I have a good idea.” Inspiration



also involves “the realization of a new insight or idea” and “creating the motivation to act on this inspiration” (Böttger et al., 2017).

To measure the customer inspiration variable, researchers used indicators from Böttger et al., (2017), namely: source characteristics, individual characteristics, behavioral consequences, emotional consequences and attitudinal consequences.

Purchase Intention

Lu et al. (2014) define purchase intention as “a consumer's willingness to purchase a particular product at a particular time under certain circumstances.” Laksamana's (2018) findings confirm that social media marketing has a positive effect on purchase intention in the Indonesian banking industry. Furthermore, Böttger (2015) illustrates that, in line with the inspirational motivational portion, customer inspiration increases spending by increasing the desire to purchase goods or services. Furthermore, Böttger's findings show a negative correlation between impulse buying and all other consequences, suggesting competitive mediation through impulse buying.

According to Ferdinand (2013), there are three indicators of purchase intention: Transactional interest, which is a person's tendency to purchase a product. Referential interest, which is a person's tendency to recommend a product to others. Preferential interest, which indicates the behavior of someone who has a primary preference for that product. This preference can occur if something happens to the preferred product.

Influence between Variables

According to Rauschnabel et al., (2019) social media marketing is also often referred to as online marketing, web marketing and internet marketing, in the last few decades digital marketing has become more popular. Social media marketing as a new discipline in digital marketing is an interdisciplinary and cross-functional phenomenon that often utilizes social media in combination with other communication channels to pursue organizational goals through creating value for stakeholders. These potential users spend several hours on various social media platforms. Therefore, marketers support the ever-changing social media as an effective marketing channel, Appel et al., (2020). The components of social media marketing according to Kim & Ko, (2012) consist of: entertainment, interaction, customization, trendy and eWOM.

H1: Social media marketing has an influence on customer inspiration among marketplace users.

H2: Shopping experience has an influence on customer inspiration among marketplace users.



The influence of customer inspiration on purchase intention. The results of the study show that social media marketing, customer inspiration, and customer purchase intention are significantly and positively correlated, Parilti & Ghafourzay, (2020). According to Sheng et al., (2020) showed that advertising clarity, social influence and promotional focus have a positive impact on the "inspired by state", and then the "inspired by state", which in turn positively influences customer purchase intention. From the results of this study, it can be concluded that customer inspiration has a significant effect on purchase intention. H3: Customer inspiration influences purchase intention among marketplace users.

The influence of social media marketing on customer purchase intention. Research results show that social media can increase environmental awareness, which in turn determines positive attitudes towards green cosmetics (Pop et al., 2020). Meanwhile, according to Parilti & Ghafourzay (2020), research results show a significant and positive correlation between social media marketing, customer inspiration, and customer purchase intention.

H4: Social media marketing has an influence on purchase intention among marketplace users.

According to Fishbein and Ajzen (1975, in Weisberg et al., 2011) intention is determined jointly by a person's attitude and subjective norms about behavior and intention predicts behavior. Individual purchase intention is related to behavior, and can be classified as a cognitive component of individual behavior about how individuals want to buy a specific product (Ling et al. 2010). According to Salisbury et al. (2001, in Ling et al., 2010) individual purchase intention can be used to determine the strength of an individual's intention to make a specific purchase. According to Pavlou (2003, in Thamizhvanan and Xavier, 2013), online purchase intention is a situation when a customer is willing and intends to engage in online transactions. Online transactions can be considered as an activity in which the process of information search, information transfer, and product purchase occurs (Pavlou, 2003, in Thamizhvanan and Xavier, 2013).

H5: Shopping experience influences purchase intention of marketplace users

H6: Social media marketing has an influence on purchase intention mediated by customer inspiration in marketplace users.

H7: Shopping experience influences purchase intention mediated by customer inspiration in marketplace users.



RESEARCH METHOD

This research was conducted using quantitative research methods. The population size in this study is an infinite population, meaning the number of individuals is not known with certainty or is unlimited. The population in this study is marketplace application users. The sample size used is 170 people. Nonprobability sampling and judgmental sampling are the sampling techniques used in this study. The characteristics in this study are respondents who have shopped online in a marketplace in the last six months and respondents who have accessed a social media marketplace in the last six months.

The measurement scale used is the Likert scale. In each scale item generally has five categories, which are divided into "strongly disagree" to "strongly agree" to measure the variable of purchase intention, the Likert scale is applied to the five-point research questionnaire in the dependent and independent variables, referring to (Chen, 2019). Social media marketing is measured with five statement items referring to Kim & Ko (2012) including entertainment, interaction, customization, trendy and ewom. Shopping experience is measured with four statement items which include experienced in online shopping, feeling competent when shopping online, feeling comfortable when using the shopping website, feeling that the online site is easy to use (Ling et al, 2010).

Customer inspiration is measured with five statement items covering source characteristics, individual characteristics, behavioral consequences, emotional consequences, and attitudinal consequences (Bottger et al., 2017). According to Ferdinand (2013), there are three indicators of purchase intention: transactional interest, referential interest, and preferential interest.

The data analysis and processing used in this study used IBM SPSS version 25. This technique was used to comprehensively explain the relationship between the variables in the study. The variables in this study consist of two types of variables, namely independent variables and dependent variables. The independent variables in this study are social media marketing and shopping experience, while the dependent variables are customer inspiration, purchase intention as the dependent variable. The sources and types of data used are primary data and secondary data.

Primary data was obtained by distributing an online questionnaire via Google Form, which was then distributed through social media platforms such as Instagram, WhatsApp, Facebook, and Line groups. The questionnaire contained demographic characteristics of respondents and their responses to social media marketing, online shopping experience, customer inspiration, and purchase



intention variables among marketplace app users. Secondary data was obtained from books, literature, supporting journals, and articles related to social media marketing, online shopping experience, customer inspiration, and purchase intention among marketplace app users.

RESULTS AND DISCUSSION

Descriptive Statistics Results

The descriptive statistical results of each variable using the IBM SPSS version 25 application are shown in the table. The results of respondents' answers were measured using the three-box method criteria for the variables of social media marketing, shopping experience, customer inspiration, and purchase intention. The three-box method criteria for the variables of social media marketing, shopping experience, customer inspiration, and purchase intention are included in the low category if the mean value is between 1.00-2.00, the medium category if the mean value is between 2.01-4.00, and the high category if the mean value is between 4.01-5.00.

Table 1.
Descriptive Respondents' Answers

Item	Evaluation					Total	Mean Indicator	Mean Variable
	1	2	3	4	5			
X1.1	0	2	45	81	42	170	3.96	4.25 (Tall)
	0.0%	1.20%	26.50%	47.60%	24.70%			
X1.2	1	4	43	68	54	170	4	
	0.60%	2.40%	25.30%	40.00%	31.80%			
X1.3	0	0	18	73	79	170	4.36	
	0.0%	0.0%	10.60%	42.90%	46.50%			
X1.4	0	2	16	49	103	170	4.49	
	0.0%	1.20%	9.40%	28.80%	60.60%			
X1.5	0	0	18	60	92	170	4.44	
	0.0%	0.0%	10.60%	35.30%	54.10%			
Item	Evaluation					Total	Mean Indicator	Mean Variable
	1	2	3	4	5			
X2.1	0	3	34	60	73	170	4.19	4.08 (Tall)
	0.00%	1.80%	20.00%	35.30%	42.90%			
X2.2	0	5	50	68	47	170	3.92	



	0.00%	2.90%	29.40%	40.00%	27.60%			
X2.3	1	3	48	66	52	170	3.97	
	0.60%	1.80%	28.20%	38.80%	30.60%			
X2.4	0	1	32	71	66	170	4.19	
	0.00%	0.60%	18.80%	41.80%	38.80%			
Ite m	Evaluation					Total	Mean Indicato r	Mean Variable
	1	2	3	4	5			
Y1.1	0	8	41	75	46	170	3.94	3.93 (Tall)
	0.00%	4.70%	24.10%	44.10%	27.10%			
Y1.2	0	5	41	71	53	170	4.01	
	0.00%	2.90%	24.10%	41.80%	31.20%			
Y1.3	0	2	38	71	59	170	4.1	
	0.00%	1.20%	22.40%	41.80%	34.70%			
Y1.4	0	6	50	63	51	170	3.94	
	0.00%	3.50%	29.40%	37.10%	30.00%			
Y1.5	2	14	47	57	50	170	3.82	
	1.20%	8.20%	27.60%	33.50%	29.40%			
Y1.6	2	16	44	67	41	170	3.76	
	1.20%	9.40%	25.90%	39.40%	24.10%			
Ite m	Evaluation					Total	Mean Indicato r	Mean Variable
	1	2	3	4	5			
Y2.1	0	3	40	74	53	170	4.04	3.91 (Tall)
	0.00%	1.80%	23.50%	43.50%	31.20%			
Y2.2	0	15	65	52	38	170	3.66	
	0.00%	8.80%	38.20%	30.60%	22.40%			
Y2.3	0	5	39	75	51	170	4.01	
	0.00%	2.90%	22.90%	44.10%	30.00%			

Source: Processed by SPSS (2024)

In Table 1, the social media marketing variable obtained an average value of 4.25, making it categorized as high. The indicator with the highest value was X1.4, namely "Social media marketplaces help me find new items," with a mean of 4.49. This finding indicates that social media marketplaces are effective in helping respondents find new products. Conversely, the lowest value was found in X1.1,



"Social media content in marketplaces is entertaining," with a mean of 3.96, indicating that respondents also use other media for entertainment.

The shopping experience variable had an average of 4.08 and was in the high category. The highest values were found in X2.1 and X2.4, each with a mean of 4.19, indicating that respondents were experienced in online shopping and considered the marketplace easy to use. The lowest value was found in X2.2 with a mean of 3.92, indicating that some respondents still felt incompetent when shopping online.

The customer inspiration variable averaged 3.93, categorized as high. The highest indicator was Y1.3, with a mean of 4.10, indicating that social media marketplaces can increase respondents' interest in purchasing products. Conversely, the lowest indicator was Y1.6, with a mean of 3.76, indicating that purchasing motivation is also influenced by information sources other than marketplaces.

The purchase intention variable had an average of 3.91, which is considered high. The highest value was found in Y2.1 with a mean of 4.04, indicating an intention to purchase products on the marketplace. Meanwhile, Y2.2 had the lowest mean of 3.66, indicating that the desire to shop more frequently on the marketplace is still relatively low compared to other indicators. Overall, all study variables were in the high category and indicated a positive response from respondents towards marketplace use.

Validity and Reliability Test Results

An instrument must be declared valid or can measure what should be measured and declared reliable or used repeatedly to measure the same object if the instrument is declared reliable. Validity and reliability testing was conducted on 170 respondents taken from the research sample (Sugiyono, 2015). The validity test of this study was carried out on each variable by looking at the Pearson correlation and sig (2-tailed) for 170 respondents. The results showed that the Pearson correlation value of all indicators was $> r$ table of 0.3. Thus, all question items were declared valid to measure the variables in this study and could be continued for further testing.

Reliability is a tool for measuring a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A variable or construct is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2018:46). According to Wiratna Sujerweni (2014), the basis for taking a questionnaire reliability test is said to be reliable if the Cronbach Alpha value > 0.60 . The



reliability test in this study was conducted on each variable by looking at the Cronbach's alpha value for 170 respondents. The results showed that the Cronbach's alpha value for each variable was greater than 0.60. Thus, all indicators in the questionnaire were declared reliable and suitable as a data collection tool for this study and could be continued for the collection of respondents as a whole. This means that the questionnaire in this study was valid and reliable.

Classical Assumption Test Results

The classical assumption test is applied to two equations according to the research model being tested, namely:

Model 1

$$Y1 = \alpha + \beta1X1 + \beta2X2 + e$$

Model 2

$$Y2 = \alpha + \beta1X1 + \beta2X2 + \beta2Y1 + e$$

Information:

α = Constant

β = Regression Coefficient

X1 = Social Media Marketing

X2 = Shopping Experience

Y1 = Customer Inspiration

Y2 = Purchase Intention

The classical assumption tests in this study include normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted to ensure the research data were normally distributed before regression analysis. Based on the results of the One Sample Kolmogorov-Smirnov, the Monte Carlo Sig. (2-tailed) values were 0.101 and 0.385, both of which were greater than 0.05. Thus, the data were declared normally distributed according to Ghazali's (2018) criteria. The multicollinearity test was used to determine whether there was a high correlation between the independent variables. The results of model 1 showed a tolerance value of 0.556 for the social media marketing and shopping experience variables. In model 2, the tolerance values for each of the social media marketing, shopping experience, and customer inspiration variables were 0.509, 0.496, and 0.609. All tolerance values exceeded 0.10. The VIF value of model 1 is 1.789, while model 2 is 1.965, 2.018, and 1.642, respectively, all below 10. Therefore, the research model is free from multicollinearity. The heteroscedasticity test uses the Glejser method to assess the equality of residual variances. In model 1, the significance values of social media marketing and shopping experience are 0.398 and 0.642. In model 2, the significance values of



social media marketing, shopping experience, and customer inspiration are 0.423, 0.923, and 0.078, respectively. All significance values are greater than 0.05 so that no symptoms of heteroscedasticity are found. Thus, both models meet all the required classical assumptions well.

Results of the Analysis of the Coefficient of Determination (R^2)

How much the independent variable's ability to explain the relationship and its influence on the dependent variable can be known by the coefficient of determination (R^2) (Ghozali, 2018). The results of the study obtained the adjusted coefficient of determination (R^2) value of model 1 of 0.384 or 38.4%, it can be concluded that the independent variables of social media marketing and shopping experience influence the dependent variable of customer inspiration by 38.4% and 61.6% are influenced by the independent variable. Model 2 obtained an Adjusted R^2 value of 0.538 or 53.8%, it can be concluded that the independent variables of social media marketing, shopping experience and customer inspiration influence the dependent variable of purchase intention by 53.8% and 46.2% are influenced by the independent variable.

The regression equation in this study is as follows:

Model 1

$$Y1 = 2.116 + 0.547X1 + 0.604X2 + e$$

Model 2

$$Y2 = 0.825 + 0.024X1 + 0.269X2 + 0.254X3 + e$$

$$CI = 0.547 \text{ SMM} + 0.604 \text{ SE}$$

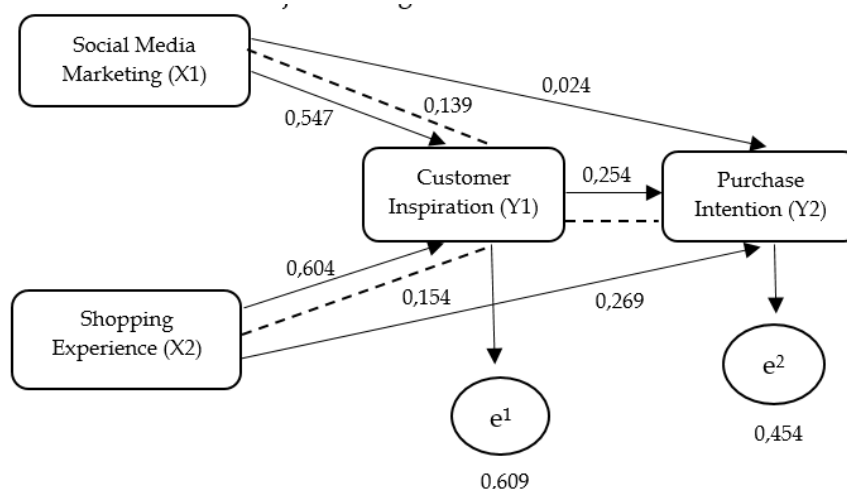
$$R^2 = 0.391$$

$$PI = 0.024 \text{ SMM} + 0.269 \text{ SE} + 0.254 \text{ CI}$$

$$R^2 = 0.546$$

$$e^1 = \sqrt{(1 - 0.391)} = 0.609$$

$$e^2 = \sqrt{(1 - 0.546)} = 0.454$$





Hypothesis Test Results (t-Test)

Table 2.
Hypothesis Test Results

Path			
Direct Influence	Coefficient	P-value	Conclusion
SMM ->CI	0.547	0,000	Significant
SE -> CI	0.604	0,000	Significant
	0.024	0.708	Not
SMM -> PI			Significant
SE -> PI	0.269	0,000	Significant
CI -> PI	0.254	0,000	Significant

Source: SPSS output, 2024. (Processed by the author)

The extent to which the influence of each independent variable partially explains the dependent variable can be seen through the t-test (Ghozali, 2018). Research hypothesis testing can use the t-test and the results can be seen through the level of significance between variables and the hypothesis is accepted if the significance value of $t < 0.05$. According to the results of the hypothesis test in the table, all variables are accepted and variable H4 is rejected.

Sobel test

Table 3.
Sobel Test

Indirect Influence	Path Coefficient	P-value	Conclusion
SMM -> CI -> PI	$0.547 * 0.254 = 0.139$	0.00052486	Significant
SE -> CI -> PI	$0.604 * 0.254 = 0.154$	0.00011953	Significant

Based on Table 3, it can be concluded as follows: Social media marketing on purchase intention through customer inspiration in the mediation test with the Sobel test obtained a coefficient of 0.139 and a significance value of 0.000. Because the significance value < 0.05 , there is a significant indirect effect between social media marketing on purchase intention through customer inspiration or the customer inspiration variable is able to mediate the relationship between social media marketing and purchase intention. Considering the positive indirect effect coefficient indicates a positive relationship between social media marketing on purchase intention through customer inspiration. This means that the higher the social media marketing, the higher the purchase intention, if customer inspiration is also higher.

The Sobel test for the effect of shopping experience on purchase intention through customer inspiration yielded a coefficient of 0.154 and a significance



value of 0.000. Since the significance value is <0.05 , there is a significant indirect effect between shopping experience and purchase intention through customer inspiration, indicating that the customer inspiration variable mediates the relationship between shopping experience and purchase intention. Given that the positive indirect effect coefficient indicates a positive relationship between shopping experience and purchase intention through customer inspiration, this means that the higher the shopping experience, the higher the purchase intention, provided customer inspiration is also higher.

The Influence of Social Media Marketing on Customer Inspiration

The results of processing and testing show that the first hypothesis is accepted with a positive and significant value of 0.000, smaller than 0.05. This indicates that social media marketing has a positive and significant effect on customer inspiration. Social media marketing is considered good because it is able to create entertaining content so that it can motivate consumers to make purchases in the marketplace. Social media marketing makes it easier for consumers to find new items that are difficult to find offline, making it easier for customers to feel inspired when seeing advertisements for new items offered by the marketplace. Social media marketing plays an important role not only in everyday life but also in business marketing programs.

This is also supported by the findings of this study, which have not been empirically studied before. (Parilti & Ghafourzay, 2020) showed that social media marketing, customer inspiration, and customer purchase intention are significantly and positively correlated. (Sheng et al., 2020) The study findings indicate that advertising clarity, social influence, and promotional focus have a positive impact on customer inspiration .

The Influence of Shopping Experience on Customer Inspiration

The results of the shopping experience variable test on customer inspiration have a positive and significant effect with a value of 0.000, which is smaller than 0.05, which means the second hypothesis is accepted. Customers who have online shopping experience will easily be inspired when viewing the marketplace. Customers feel the marketplace application is easy to use, so it can make customers feel inspired when using the marketplace. Based on respondents' answers, the shopping experience variable has an average value of 4.08 and customer inspiration of 3.93, which means that both of these variables have a high average. These results indicate that respondents who have high shopping experience will have a higher influence on customer inspiration .

**The Influence of Customer Inspiration on Purchase Intention**

The test results of the customer inspiration variable on purchase intention showed a positive and significant effect, with a value of 0.000, less than 0.05. Customers who are easily inspired by marketplace advertisements are more likely to develop the desire to purchase. This finding aligns with research (Parilti & Ghafourzay, 2020) that found customer inspiration influences purchase intention.

The Influence of Social Media Marketing on Purchase Intention

The test of social media marketing variables on purchase intention was rejected. Marketing conducted by marketplaces is less able to generate interest and lead to purchase intention. Customers acknowledge or are aware of the existence of social media marketing in marketplaces. Customers do not view social media marketing as a reference for purchase intention. The lack of information conveyed on social media results in customers having less purchase intention. Customers prioritize the shopping experience they have over the social media marketing offered by marketplaces. The results of this study are inconsistent with research (Parilti & Ghafourzay, 2020) which states that social media is able to trigger purchase intention .

The Influence of Shopping Experience on Purchase Intention

Testing the shopping experience variable on purchase intention showed a positive and significant effect, with a value of 0.000, less than 0.05, thus accepting the hypothesis. Marketplace customers with high shopping experience will easily have the intention to purchase goods online. An easy-to-understand marketplace application website makes customers experience shopping. This research aligns with research by (K. Park, 2021). The purpose of this study is to investigate the relationship between the influence of online shopping experience marketing on purchase intention.

The Influence of Social Media Marketing through Customer Inspiration on Purchase Intention

The results of testing the social media marketing variable through customer inspiration as a mediating variable on purchase intention showed positive and significant results. This research aligns with research by Parilti & Ghafourzay (2020), which states that customer inspiration can mediate social media marketing on purchase intention.

Social media marketing is useful in developing effective marketing strategies for businesses and digital marketers to optimize the impact of customer inspiration and purchase intention through social media marketing. Digital



transformation expands customer touchpoints, and new technologies create more opportunities for customer inspiration throughout the decision-making process and provide inspiration as a new marketing function (Böttger, 2015). Therefore, this study shows that social media marketing will increase customer inspiration and purchase intention. Rudolph, Nagengast, and Weber (2014) show that brands can increase awareness, engagement, and, ultimately, sales by inspiring customers with abstract thinking. According to Lovemarks Campus (2011), inspired customers are brand advocates, community members, and brand owners.

The Influence of Shopping Experience through Customer Inspiration on Purchase Intention

The results of testing the shopping experience variable through customer inspiration showed a positive and significant effect on purchase intention. Shopping experience provides consumers with an experience that encourages purchase intention, especially through customer inspiration, which provides a stimulus to customers to have purchase intention .

CONCLUSION

Based on the results of the research and discussion, the conclusion of the study entitled The Influence of Social Media Marketing, Shopping Experience on Customer Inspiration and Purchase Intention studies on marketplace users is as follows: Social media marketing has a positive and significant effect on customer inspiration on marketplace users. Shopping experience has a positive and significant effect on customer inspiration on marketplace users. Customer inspiration has a positive and significant effect on purchase intention on marketplace users. Social media marketing is not significant on purchase intention on marketplace users Shopping experience has a positive and significant effect on purchase intention on marketplace users. Social media marketing through customer inspiration as mediation on purchase intention has a positive and significant effect on marketplace users Shopping experience through customer inspiration as mediation on purchase intention has a positive and significant effect on marketplace users.

This research is expected to encourage Indonesian marketplace companies to increase their use of social media platforms, making it easier for consumers to reach them and increase their purchasing intentions. Marketing using social media is particularly effective in reaching potential customers because sellers and buyers don't meet face-to-face, leading to a lack of trust. Future researchers



should examine other types of media and technologies used to deliver incentives. It is recommended that future researchers add new variables, such as brand ambassador variables, to this study. Future researchers can focus on researching a specific marketplace.

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