The Role of Social Media Marketing and Store Image in Educating Consumers and Shaping Purchase Decisions of Fresh Vegetables in Malang

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Abstract: The rapid development of information and communication technology has transformed business competition, including in the fresh vegetable retail sector in Malang. The main problem faced by vegetable stores is the increasingly intense competition due to the growth of stores with similar business models, requiring effective marketing communication strategies. This study aims to analyze the direct and indirect influence of Social Media Marketing and Store Image on consumer Purchase Decisions, with Purchase Intention as a mediating variable, at Warung Sayur Segar. The research employed a quantitative approach with purposive sampling involving 100 respondents who had purchased at least once and followed the store's Instagram account. Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with WarpPLS 8.0 software. The results show that both Social Media Marketing and Store Image have a positive and significant effect on Purchase Intention and Purchase Decisions. Furthermore, Purchase Intention significantly mediates the relationship between the two independent variables and Purchase Decisions. The findings conclude that social media functions not only as a marketing tool but also as an informal educational medium that enhances consumer awareness of nutrition, product quality, and healthy consumption, thereby contributing to science literacy in everyday decision making.

Keywords: Consumer awareness; Fresh vegetables; Purchase decision; Science literacy; Social media

Introduction

The development of the internet in today's digital era creates opportunities for various industries in Indonesia by eliminating distance and communication barriers. The rapid growth of the internet has created new opportunities and challenges for business sectors in Indonesia. According to Synder (2023), the digital market will continue to grow, reaching $6.3 trillion in 2024, up from $5.8 trillion in 2023. Based on data from Synder (2023), the digital market will continue to grow, reaching $6.3 trillion in 2024, up from $5.8 trillion in 2023. This indicates that almost all Indonesian people are now connected to the internet. There are many positive benefits from the development of technology and the internet, especially for business actors. One of them is as a medium to implement marketing strategies through digital marketing and to increase consumer purchase interest (Haliyani, 2019).

In the context of digital transformation, businesses increasingly rely on online platforms to strengthen their market presence. Setiawan et al. (2016) describes social media marketing as a form of marketing used to create brand awareness, recognition, recall, and even action

toward a brand, product, business, individual, or group either directly or indirectly by using web-based tools such as blogging, microblogging, and social networking.

Social media plays an important role in business activities as it facilitates business actors in disseminating information and promoting their products. Due to its flexible, practical nature, and the many benefits and advantages it offers, many businesses have integrated their marketing activities into social media marketing. According to Haliyani (2019), proper use of social media marketing such as by providing informative content containing up to date information, entertainment, and content aligned with consumer preferences can increase consumer purchase interest.

In addition to serving as a promotional medium, social media also has the potential as an informal educational tool that can improve consumer literacy, especially in the food and agriculture sector. Through visual content and easily accessible information, consumers can gain knowledge related to the nutritional value, safety, freshness, and storage of agricultural products such as vegetables. This is in line with the concept of science literacy, which emphasizes the importance of public understanding of the application of science in everyday life, including in making healthy food consumption decisions. Therefore, the utilization of social media by vegetable shops is not only commercially strategic, but also contributes to increasing consumer awareness of quality agricultural products (Femyliati et al., 2023).

Optimization of social media marketing can also be carried out by building a store image. Store image becomes an important consideration for consumers when purchasing a product that has been advertised through social media. According to Bellenger et al. (2014), store image is defined as the consumer's perception of a store compared to other (competing) stores. A store is designed to satisfy consumers through various attributes such as product availability, product completeness, employee friendliness, store atmosphere, and so on. Based on research conducted by Kurniasari et al. (2018), it was found that social media marketing has a positive and significant effect on consumer purchase interest.

Purchase interest is a plan made by consumers to buy a product, taking into consideration four aspects: the number of product components needed within a certain period, the brand, and the consumer's point of view when using the product (Anwar et al., 2016).

An increase in purchase interest will lead to an increase in company sales, as it is part of the purchase decision stage. According to Widiati (2022), purchase interest can measure a customer's likelihood of buying a product; the higher the purchase interest, the higher the consumer's potential to make a purchase. The purchase decision stage is reached when consumers already have sufficient information about the product and decide to proceed with the purchase.

One of the vegetable shops in Malang City that has implemented social media marketing and built a strong store image is Warung Sayur Segar. In its marketing communication activities, Warung Sayur Segar not only uses offline communication but also engages in online communication through social media, such as Instagram. The store also builds a store image that reflects its identity as a vegetable store by offering comfort and high-quality products. These efforts are made to increase purchase interest and consumer purchase decisions in order to expand market share, boost company sales, and compete with other vegetable shops.

The business competition among vegetable shops in Malang City is marked by the increasing number of similar stores. Currently, vegetable sales are also widely conducted through online delivery services and e-commerce platforms. Consumer preference for online shopping has increased sevenfold since 2020 (Katadata, 2020). One of the online vegetable shopping platforms, Sayuranch, has seen a sales increase of up to 30% (Supriyatna, 2020). Therefore, this study aims to analyze the influence of Social Media Marketing and Store Image on Purchase Decisions with the mediating role of Purchase Interest in vegetable store in Malang City. This study also highlights the potential of social media as a tool for educating consumers about the quality and health aspects of fresh vegetables, contributing to science-based decision making in daily consumption.

Method

Type of Study

This research used a quantitative approach with an explanatory design to analyze the causal relationship between variables.

Time and Location of the Study

The study was conducted at *Warung Sayur Segar*, Malang City, over one month, from March 2025 to April 2025.

Population and Sampling

The population in this study consists of consumers of Warung Sayur Segar. Since the exact population size is unknown, the sample was determined using the Lemeshow formula, resulting in 96 respondents, rounded up to 100. The sampling technique used was purposive sampling with the following criteria: (1) respondents had purchased at least once since November 2024; (2) followed the Instagram account @warungsayursegar; and (3) were at least 17 years old.

Data Collection

Primary data were collected using structured questionnaires distributed to respondents who met the criteria.

Data Analysis

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with WarpPLS 8.0 software on a Windows 10 operating system.

Result and Discussion

Respondent Characteristics

The characteristics of the respondents in this study show that most customers of Warung Sayur Segar are in the 22–28 age range, with a total of 47 respondents residing in the Kedungkandang District. The respondents in this study are dominated by private employees (53%), with 62% of respondents having a bachelor's degree (S1) as their highest level of education. A total of 49% of respondents have a monthly income of IDR 3,000,000 – 5,000,000. The characteristics of respondents based on purchase frequency show that 56% of them shop at Warung Sayur Segar 1–2 times per month. Below are the details of each respondent's characteristics:

Table 1. Respondents Characteristics

Characteristics	Descriptions	Number of People	Percentage (%)
Age Ranges	17-22	6	6%
	23-28	47	47%
	29-35	35	35%
	>35	12	12%
Gender	Male	17	17%
	Female	83	83%
Domicile	Lowokwaru district	18	18%
	Kedungkandang district	40	40%
	Blimbing district	11	11%
	Klojen district	8	8%
	Sukun district	19	19%
	Outside Malang City	4	4%
Occupation	Civil Servants	6	6%
	Private Employees	53	53%
	BUMN Employess	2	2%
	Entrepreneurs	11	11%
	Students/Collage Students	14	14%
	Housewife	14	14%
Last Education	Senior High School	18	18%
	D1/D3	20	20%
	S1	62	62%
Income	< Rp 1.000.000	2	2%
	Rp 1.000.001 - Rp 3.000.000	29	29%
	Rp 3.000.001 - Rp 5.000.000	49	49%
	Rp 5.000.001 - Rp 7.000.000	14	14%
	> Rp 7.000.001	6	6%
Purchasing Frequency	1-2 times a month	56	56%
	3-4 times a month	30	30%
	>5 times a month	12	12%
	Every two months	2	2%

Sources: Primary Data Processed (2025)

SEM-PLS Analysis

The SEM-PLS analysis in this study was carried out with the help of the WarpPLS 8.0 software, which consisted of two stages, namely the analysis of the outer model and the inner model. The results of each test are described as follows: A. Outer Model The inner model aims to define the characteristics of latent variables and their indicators by testing the validity and reliability of research instruments or questionnaires.

Validity

Validity is used to indicate the extent to which the questionnaire is able to measure latent variables which are analyzed based on actual conditions. There are two types of validity testing. Convergent validity is

measured by looking at loading factor and AVE value. While descriminant validity by comparing the loading factor of each indicator on the variable concerned with the cross loading value of other variables. Based on the data in Table 1. shows that validity testing has fulfilled the criteria. It can be concluded that the questionnaires in this research has fulfilled the validity test.

Table 2. Validity

Variables and Indicators	Validity Test			Conclusion
	Loading factors	P-Value	AVE	
				X1 Social Media Marketing
X1.1 Information	(0.871)	<0.001		
X1.2 Trendiness	(0.877)	<0.001	0.738	Valid
X1.3 Customization	(0.815)	<0.001		
X1.4 Entertainment	(0.870)	<0.001		
X2 Store Image				
X2.1 Product	(0.798)	<0.001		
X2.2 Service	(0.704)	<0.001		
X2.3 Convenience	(0.830)	<0.001	0.643	Valid
X2.4 Quality	(0.889)	<0.001		
X2.5 Atmosphere	(0.735)	<0.001		
X2.6 Price	(0.842)	<0.001		
Y1 Purchase Interest				
Y1.1 Explorative Interest	(0.853)	<0.001		
Y1.2 Referential Interest	(0.865)	<0.001	0.733	Valid
Y1.3 Transactional Interest	(0.819)	<0.001		
Y1.4 Preferential Interest	(0.886)	<0.001		
Y2 Purchase Decision				
Y2.1 Choice Decision	(0.800)	<0.001		
Y2.2 Priority	(0.896)	<0.001	0.757	Valid
Y2.3 Sacrifice Awareness	(0.901)	<0.001		
Y2.4 Liked Products	(0.879)	<0.001		

Sources: Primary Data Processed (2025)

Reliability

Reliability is used to indicate the extent to which the questionnaire is able to measure each variables. Realibility testing can be done by looking at Composite Reliability and Cronbach's Alpha values.

Table 3. Reliability

No	Variables	Composite Reliability	Cronbach's Alpha	Conclusion
X1	Social Media Marketing	0.918	0.881	Reliable
X2	Store Image	0.915	0.887	Reliable
X3	Purchase Interest	0.916	0.878	Reliable
X4	Purchase Decision	0.925	0.892	Reliable

Sources: Primary Data Processed (2025)

Inner Model
R-squared

The results of the study show that the purchase decision variable has an R² value of 0.79. This indicates that the research model is able to explain the purchase decision variable by 79%, while the remaining 21% is explained by other variables outside of this research. This research model is also able to explain purchase interest by 76%. According to Sarstedt et al. (2014), an R² value of 0.25 is considered weak, 0.50 is considered moderate, and 0.75 for the target construct is considered strong/substantial. Therefore, the variables purchase decision and purchase interest fall into the strong/substantial category, meaning they are capable of strongly explaining the variables.

Q-squared

Q-squared for the purchase decision variable is 0.792, purchase interest is 0.761, Q-squared in this study has a value above 0. If the Q2 value is above zero then the path model has predictive relevance for the selected endogenous reflective construct (Sarstedt et al., 2014; Solimun et al., 2017).

Goodness of Fit

Based on the result of the PLS SEM analysis it is known that the model meets all the criteria of Model Fit & Quality Indices.

Table 4. Model Fit & Quality Indices

Model fit and quality indices	Rule of thumb	Result	Conclusion
Average path coefficient (APC)	p<0.05	0.367	Good
Average R-squared (ARS)	p<0.05	0.775	Good
Average adjusted R-squared (AARS)	p<0.05	0.769	Good
Average blok VIF (AVIF)	Acceptable if ≤5, ideally ≤3.3	3.671	Good
Average full collinearity VIF (AFVIF)	Acceptable if ≤5, ideally ≤3.3	4.680	Good
Tenenhaus Gof (GoF)	Small ≥0.1, Medium ≥0.25, High ≥0.36	0.746	High
Sympson's paradox ratio (SPR)	Acceptable if ≥0.7 , ideally=1	1.000	Ideal
R-squared contribution ratio (RSCR)	Acceptable if ≥0.9 , ideally=1	1.000	Ideal
Statistical suppression ratio (SSR)	Acceptable if ≥0.7	1.000	Ideal
Nonliniear bivariate causality direction ratio (NLBCDR)	Acceptable if ≥0.7	1.000	Ideal

Sources Primary Data Processed (2025)

Hypothesis Testing

Hypothesis testing is done by looking at the path coefficient values and p-values. The criteria for testing the hypothesis are divided into three criteria, namely the p-value of 0.10 is included in the weak significance category, the p-value of 0.05 is included in the significant category, and the p-value of 0.01 is included in the very significant category (Solimun et al., 2017). The results of the path coefficient and p-value in this research are as follows:
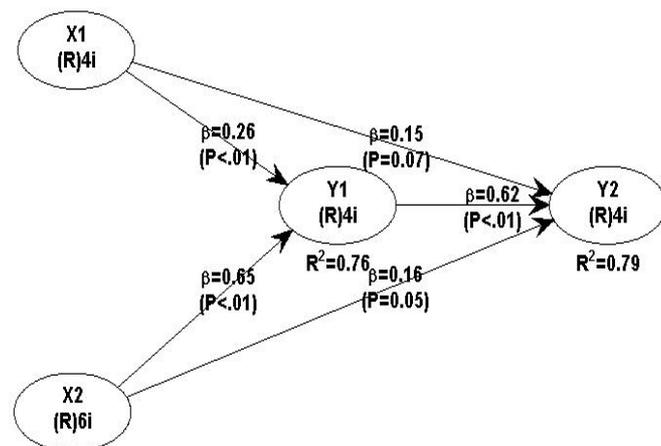

Figure 1. Path coefficient & p-value

Discussion

The Influence of Social Media Marketing on Purchase Intention

The results of the study indicate that the social media marketing variable has an influence (path coefficient) on purchase intention of 0.257 with a p-value of 0.003, which means that the better the social media marketing is implemented, the more it can increase consumer purchase intention. This implies that when a business implements social media marketing that emphasizes ease of information, customization, trendiness, and entertainment, it can enhance consumer purchase interest. This finding aligns with Aji et al. (2020), who found that social media marketing through Instagram significantly influences purchase intention, where the use of social media features such as entertainment, interaction, trendiness, customization, and advertising plays a role.

An improvement in social media marketing at Warung Sayur Segar will increase consumer interest in seeking information about products, making purchases, recommending the store to friends, relatives, and acquaintances, and even choosing Warung Sayur Segar as their main option for fulfilling daily needs. This research is also consistent with Othysalonika et al. (2022). The trendiness variable has the highest value compared to other variables. This indicates that the content created on Instagram receives positive responses from consumers. Regular content includes updates on staple food prices per gram, store operating hours, a link for delivery order requests, customer testimonials, and other entertaining content. This is in line with Ashley et al. (2015), who state that consistent, relevant, and up-to-date content can enhance consumer engagement and foster purchase intention.

This is also supported by the loading factor results of the information and entertainment variables, where each indicator obtained values of 0.871 and 0.870, respectively. This means that consumers also feel that information regarding products, promotions, and product availability has been well conveyed. In addition, consumers also gave positive responses, stating that the social media appearance of Warung Sayur Segar has an attractive design and color scheme. This naturally becomes a distinctive characteristic displayed in an effort to attract consumer interest. This is in line with Sari et al. (2019)), who stated that on Instagram posts, the main focus of users at first glance is the image in the post, rather than reading the caption.

The Influence of Social Media Marketing on Purchase Decisions

The research results show that the social media marketing variable has an influence (path coefficient) on purchase decisions of 0.145 with a p-value of 0.067, which is positive and significant. This means that the better the social media marketing implemented, the

more it can increase consumer purchase decisions. If a business implements elements such as ease of information access, customization, trendiness, and entertainment, it can enhance purchase decisions. According to Lubis, (2020), an improvement in social media marketing can significantly influence an increase in purchase decisions.

The increase in purchase decisions through social media marketing is due to Warung Sayur Segar providing product-related information through daily updated posts, offering benefits such as promotions and discounts, and presenting an attractive Instagram feed. According to Sibarani et al. (2022), the intensity of social media use, consumer opinions, and Instagram content have a positive and significant influence on purchase decisions for vegetable products. When consumers frequently see information about a product on social media, it can build their confidence to decide to purchase the product. Enhanced social media marketing increases consumer satisfaction, which leads buyers to choose to transact based on their own desire, prioritize shopping at Warung Sayur Segar over other places, be willing to spend money, time, and effort to buy the product, and feel happy after making a purchase.

When we look at the customization variable, it shows a value of 0.815, which is lower than the values of the other indicators. However, this value has a positive and significant influence, indicating that consumers agree that Warung Sayur Segar, through its Instagram posts, offers benefits and information related to promotions and discounts. This, of course, becomes an attraction for consumers. This is in line with (Widiyanti, 2023), who stated that discounts and promotions can influence consumer purchase decisions.

The Influence of Store Image on Consumer Purchase Intention

The research results show that the store image variable has an influence (path coefficient) on purchase decisions of 0.648 with a p-value of <0.001, which is positive and highly significant. This value is the highest compared to the other variables. This indicates that if a business creates a strong store image by considering factors such as product, service, convenience, quality, atmosphere, and price, it can increase consumer purchase intention. When the store image is perceived positively by consumers, they will not hesitate to visit and make repeat purchases. This is in line with Oktavianto (2017), who stated that when a store receives a good or positive perception from customers, they are likely to return, make purchases, bring family or friends, and recommend the store to others.

In addition, among the store image indicators, quality has the highest loading factor value compared to the other indicators. This shows that product quality is an important consideration for consumers. If a store can consistently maintain the quality of its products, it can

increase consumer purchase intention. This is in line with the study by Sabrina et al. (2022), which concluded that providing assurances about product cleanliness to consumers can be a strategy to increase consumer interest in buying vegetables online.

This is also supported by the loading factor value of convenience, which is 0.830, indicating that shopping comfort has a positive and significant influence on purchase intention. Consumers perceive that when shopping, product quality is not the only main consideration. Factors such as store cleanliness, the availability of self-service scales, shopping baskets, ease of access, product arrangement, and price information boards all add value. This aligns with Utami (2013), who stated that a pleasant store atmosphere attracts consumers to visit and make purchases.

The Influence of Store Image on Purchase Decisions

The research results show that the store image variable has an influence (path coefficient) on purchase decisions of 0.161 with a p-value of 0.048, which is positive and significant. This indicates that if a business builds a store image by considering aspects such as product, service, convenience, quality, atmosphere, and price, it can enhance consumers' purchase decisions. When consumers can recognize a store with unique characteristics, remember its name, and distinguish it from other stores, this can positively influence their purchase decisions. This aligns with Wu et al. (2011), who stated that store image plays an important role in consumer decisions a store with a good image will be prioritized by consumers when they intend to buy a product.

An improvement in store image will enhance purchase decisions, leading consumers to choose to make transactions for a product based on their own desire, prioritize buying their daily necessities at Warung Sayur Segar over other places, be willing to spend money, time, and effort to purchase the products, and feel satisfied after shopping at Warung Sayur Segar. This is in line with Maretha et al. (2011), who demonstrated that store image has a significant influence on consumer purchase decisions.

This is also supported not only by the quality and convenience variables but also by the price variable. The characteristics of the respondents in this study are dominated by women, accounting for 83%, with 53% working in private sector jobs, and earning around IDR 3,000,000 – IDR 5,000,000. This suggests that working mothers are willing to pay a little more for high-quality vegetables and fruits. This is in line with Mega et al. (2022), who stated that, in general, women pay more attention to the needs of family members, are responsible for managing household consumption, and tend to be more generous in consuming a product.

The Influence of Purchase Intention on Purchase Decisions

The research results prove that as purchase intention increases, consumer purchase decisions from Warung Sayur Segar also increase. The findings show that the purchase intention variable has an influence (path coefficient) on purchase decisions of 0.624 with a p-value of <0.001, which is positive and highly significant. These results are supported by Nugroho, (2015), who found that purchase intention significantly affects purchase decisions at Lai Lai Market for vegetables and fruits. Purchase intention is the stage where consumers determine a brand from several alternatives based on various considerations (Kurniasari & Budiatmo, 2018). In this study, purchase intention refers to the consumer's interest in seeking information related to the product, having the desire to make a purchase, being interested in recommending it to others, and considering Warung Sayur Segar as the primary choice when shopping for vegetables and other daily necessities. According to Dermawan et al. (2022), intention refers to the consumer's desire to buy a product. If purchase intention increases, consumers are more likely to purchase a product, which can lead to a final purchase decision. This is in line with Komalasari et al. (2021), who stated that it is very important to increase consumer purchase intention because it is highly likely that this intention will turn into a purchase decision.

Purchase intention is the motivation and intention of consumers to have a plan or conscious consideration that is expected, willing, and most likely to lead to a purchase (Komalasari et al., 2021). An increase in purchase intention will lead to more purchase decisions, causing consumers to choose to transact for a product based on their own desire, prioritize shopping at Warung Sayur Segar over other places, be willing to spend money and effort to purchase the products, and feel satisfied when shopping at Warung Sayur Segar. This is also influenced by the fact that the majority of respondents in this study are residents of Malang City, which is the focus of the Warung Sayur Segar research. Additionally, 83% of the respondents are women, who tend to be more knowledgeable about daily necessities compared to men. According to Darmawan et al. (2022), women are more dominant in shopping for daily needs and have greater knowledge about vegetables compared to men.

The Influence of Social Media Marketing on Purchase Decisions mediated by Purchase Intention

The indirect influence of social media marketing on purchase decisions mediated by purchase intention has a path coefficient of 0.161 and a p-value of 0.010. This study proves that there is a mediating effect of social media marketing through purchase intention, which influences consumer purchase decisions at Warung Sayur Segar. This means that purchase intention can bridge and enhance the influence of social media marketing on purchase decisions. According to Azahra et al. (2023), social media marketing through Instagram has a significant impact on purchase decisions through purchase intention. When consumers are interested in consuming a product, there is a high likelihood of a purchase decision being made. This is further supported by the fact that Warung Sayur Segar is a place where customers shop for essential daily needs, including vegetables, fruits, and various cooking ingredients, all of which are primary daily necessities.

Among the social media marketing indicators, trendiness has the highest loading factor compared to the other indicators. This indicates that consumers appreciate the up-to-date information presented on Instagram. Warung Sayur Segar promotes various deals and updates on product prices through Instagram Stories. This certainly increases consumer purchase intention as they see these posts daily, eventually leading to purchase transactions. (Lukitaningsih, 2013), stated that the message delivered in advertisements during promotions should provide easy access to information about the products or services offered and should capture the consumers' attention.

The Influence of Store Image on Purchase Decisions mediated by Purchase Intention

The indirect influence of store image on purchase decisions has a path coefficient of 0.405 and a p-value of <0.001, which is positive and highly significant. This study proves that there is a mediating effect of store image through purchase intention, which influences consumer purchase decisions at Warung Sayur Segar. This means that purchase intention can bridge and enhance the influence of store image on purchase decisions. Previous studies had proven that store image has a positive and significant influence on purchase decisions (Wibowo & Kempa, 2021). Where purchase intention has a positive and significant effect on purchase decisions, both directly and through mediation (Virawati & Samsuri, 2020).

Store image provides consumers with an impression of a store, which then forms a perception and sparks interest in learning more about the products offered at that store. Among the store image indicators, quality has the highest value compared to the others. This concludes that product quality is a crucial consideration for consumers when deciding to make a purchase. Quality reflects the performance of a product, whether good or bad. This aligns with Sukma et al. (2024), who stated that consumers are more likely to purchase products from businesses with good quality, determined by several aspects such as freshness, cleanliness, physical damage, and the appearance of vegetables received by consumers as advertised.

Conclusion

This study concludes that both Social Media Marketing and Store Image positively and significantly influence Purchase Intention and Purchase Decisions of consumers at Warung Sayur Segar, Malang. Purchase Intention also plays a mediating role that strengthens these relationships. The findings confirm that social media not only functions as a marketing tool but also as an informal educational medium to enhance consumer awareness of nutrition, product quality, and healthy consumption. Future research is recommended to involve larger and more diverse samples, include other influencing factors such as brand trust and e-commerce adoption, and conduct comparative studies across different regions.

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