

Website Quality and Social Media Influencers as Key Drivers of Online Purchase Intention in Thanksinsomnia

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Article history	Abstract
Received: 03 February 2025	Analyzing online purchase intention in Thanksinsomnia Indonesia is crucial as it provides critical insights into consumer behavior in an increasingly digital environment. Online purchase intention reflects a consumer's likelihood to make a purchase, which ultimately has a direct impact on revenue and business growth. By understanding the factors that influence online purchase intention, such as website quality, user experience, and the influence of social media influencers, companies can optimize their digital marketing strategies. In addition, this analysis helps in identifying potential barriers that may prevent consumers from making a purchase, allowing companies to make necessary improvements to increase conversions. In the context of intense competition in the e-commerce market, a deep understanding of online purchase intention also allows Thanksinsomnia to remain relevant and competitive, while building long-term relationships with customers. This article examines the influence of website quality and social media influencers on online purchase intention. This study uses a quantitative approach with a survey method involving 200 respondents, who are active consumers of the brand. The data were analysed using multiple linear regression to test the relationship between the independent and dependent variables. The results showed that website quality has a significant and positive influence on online purchase intention, while the influence of social media influencers also contributes significantly to increasing online purchase intention. In conclusion, both website quality and social media influencers are important factors in shaping consumers' online purchase intentions. These findings provide practical implications for brand managers in optimizing their digital strategies to increase customer engagement and conversion.
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1. INTRODUCTION

Thanksinsomnia is an Indonesian streetwear fashion brand that has gained significant popularity among urban youth. Known for its edgy and creative designs, Thanksinsomnia combines elements of pop culture and current fashion trends to create unique products that reflect the lifestyle of the younger generation. The brand offers a variety of products, from clothing, accessories, to limited edition collections, which are often promoted through digital platforms and collaborations with social media

influencers. With a strong approach to digital marketing, including the use of a quality website and an active presence on social media, Thanksinsomnia has succeeded in building a loyal and growing customer community in the competitive Indonesian fashion market (Maulana, 2019).

In the increasingly developing digital era, consumer behavior has undergone significant changes, especially in the way they interact and shop (Febriani & Dewi, 2019; Amanah et al., 2024). The growth of e-commerce in Indonesia has encouraged companies to utilize various digital channels to attract and retain customers (Putri, 2024; Carundeng et al., 2024). Among the factors that play an important role in the success of online marketing are website quality and the influence of social media influencers. Good website quality includes not only an attractive appearance, but also functionality, security, and user convenience, all of which contribute to customer satisfaction. Meanwhile, social media influencers, with their wide influence and reach, have become important tools in shaping brand perceptions and driving consumer purchasing decisions.

Website quality is one of the key elements that can influence consumers' online purchase intention. A responsive, easy-to-navigate website that provides clear and relevant information tends to increase consumer trust and motivate them to make a purchase. Technical aspects such as loading speed, transaction security, and user-friendly design also play a significant role in creating a positive shopping experience. In the context of a streetwear fashion brand like Thanksinsomnia, which targets a tech-savvy, young market segment, website quality becomes even more crucial. These young consumers have high expectations for a fast and seamless online shopping experience, and failure to meet these expectations can result in lost sales opportunities.

In addition to website quality, the influence of social media influencers is also an important factor in shaping online purchase intentions. Influencers who have a loyal audience and are relevant to the brand's target market can effectively promote products, increase brand awareness, and build trust among potential buyers. For brands like Thanksinsomnia, which has a strong identity in streetwear culture and online communities, collaborating with the right influencers can have a significant impact on consumer purchase intentions. The influence of influencer testimonials and recommendations can direct the attention of a wider audience and trigger the desire to try the products offered.

This study aims to analyze the influence of website quality and social media influencers on online purchase intentions for the Thanksinsomnia brand in Indonesia. By understanding the extent to which these two factors influence consumer purchasing decisions (Kim & Lennon, 2013), this study is expected to provide useful insights for companies in designing more effective digital marketing strategies. The results of this study can also be a reference for other brands operating in the streetwear fashion industry to optimize website quality and utilize the influence of social media influencers in an effort to increase online purchase intentions. Thus, this study not only contributes to the academic literature but also provides relevant practical implications for the industry.

The research gap lies in the lack of studies that integrate website quality and the influence of social media influencers simultaneously in the context of a specific company or brand, such as

Thanksinsomnia. Although many previous studies have examined the influence of website quality on online purchase intention (Kouser et al., 2018) and the impact of social media influencers on consumer decisions (Yaacob et al., 2021), there has been no research that specifically combines the two in the context of a specific brand or product promoted by influencers on social media platforms. In addition, existing studies often separate the analysis of website quality and the role of social media influencers. This gap opens up an opportunity to explore how the interaction between website quality and influencer influence can strengthen or weaken online purchase intention in consumers exposed to both factors. Therefore, further research examining the relationship between the two in a specific context such as Thanksinsomnia will provide new, deeper insights into the factors influencing consumers' online purchasing decisions.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Website quality has been identified as an important factor in influencing consumers' online purchase intention. According to previous studies, website quality encompasses various aspects, including design, navigation, speed, security, and content. A well-designed, easy-to-use website that provides relevant and accurate information tends to increase consumer trust and satisfaction, which in turn increases purchase intention (Cyr et al., 2010). Several studies have also shown that consumers are more likely to make purchases on websites that provide positive user experiences, such as good access speed and attractive appearance (Lee & Kozar, 2006). In the context of a streetwear fashion brand like Thanksinsomnia, superior website quality is crucial in attracting young consumers who are highly digitally connected and have high expectations for the online shopping experience.

Social media influencers have become one of the effective marketing tools in shaping consumer perceptions and influencing purchasing decisions. Influencers, with their wide audience reach and ability to create engaging content, can build trust and authority among their followers (Pertiwi & Rachmawati, 2020; Sijabat et al., 2022). Several studies have shown that recommendations from influencers who are considered credible can significantly increase consumer purchase intentions, especially among the younger generation who tend to be more influenced by the content they see on social media (Anggraeni & Rachmanita, 2015; Nasikhin et al., 2025; Warbung et al., 2023; Waworuntu et al., 2022). In the streetwear fashion industry, influencers who have a style and values that match the brand can play an important role in attracting the right audience and encouraging them to make purchases (Puspita & Sabrina, 2018).

Online purchase intention is one of the most researched topics in the field of digital marketing, especially because of its important role in driving e-commerce transactions. Online purchase intention is influenced by various factors such as trust, risk perception, and the quality of electronic services offered by online platforms (Amanah et al., 2017; Pavlou, 2003; Amanah & Harahap, 2018; Marhareita et al., 2022). In addition, research by (Fitriani & Soesilo, 2018) shows that consumer perceptions of ease of use, security, and overall user experience also contribute significantly to online purchase intention.

In a broader context, a study by (Kim & Lennon, 2013; Komaling & Taliwongso) revealed that social interactions on e-commerce platforms, such as user reviews and product recommendations, further strengthen online purchase intention by providing important social validation for consumers before they make a purchase decision.

Several studies have attempted to integrate the influence of website quality and social media influencers in the context of online purchase intention. The results show that these two factors complement each other in shaping the overall consumer experience. When consumers are directed to a high-quality website by an influencer they trust, they are more likely to feel confident and motivated to make a purchase (Ramadhan & Kusuma, 2019). This integration is particularly relevant for brands like Thanksinsomnia, where social media influencers can serve as a bridge between consumers and the brand's website, creating a seamless flow from product discovery to purchase. Therefore, understanding how website quality and social media influencers work synergistically can provide valuable insights for developing effective digital marketing strategies.

The Effect of Website Quality on Online Purchase Intention

Recent studies have shown that website quality has a significant effect on consumers' online purchase intentions. (Guntur et al., 2023) found that website quality has a positive effect on e-trust, which in turn increases consumer purchase intention on the Thanksinsomnia site. Similarly, (Jundrio & Keni, 2020) revealed that website quality and reputation have a positive effect on purchase intention, while risk perception does not affect purchase intention on e-commerce platforms. In addition, (Hasanov & Khalid, 2015) showed that website quality has a significant effect on consumer satisfaction, which in turn increases purchase intention on the Lazada platform. These studies emphasize the importance of website quality in building consumer trust and satisfaction, which leads to increased online purchase intention.

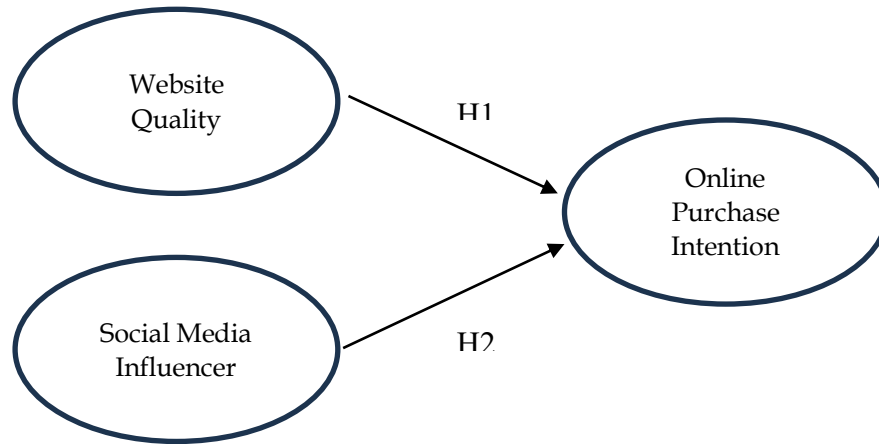
H1: Website quality has the effect on online purchase intention.

The Effect of Social Media Influencers on Online Purchase Intention

Research shows that Social Media Influencers (SMI) have a significant influence on consumers' online purchase intentions. (Lestari & Yuniarinto, 2024) found that SMI positively influences purchase intentions through increasing brand awareness. In addition, (Patmawati & Miswanto, 2022) identified that SMI plays an important role in increasing purchase intentions which then have an impact on purchasing decisions. Another study by (Al-Mu'ani et al., 2023) showed that credibility, attractiveness, and fit between influencers and brands play an important role in shaping consumer purchase intentions. Overall, SMI plays an important role in influencing online purchase intentions through increasing brand awareness, credibility, and fit with the brand.

H2: Social media influencers has the effect on online purchase intention.

Figure 1.
Research Model



3. RESEARCH METHOD

This study uses a quantitative method with a descriptive approach (Agustianti et al., 2022) to analyze the effect of website quality and social media influencers on online purchase intention on the Thanksinsomnia brand in Indonesia, using multiple regression analysis. Data were collected through an online questionnaire distributed to 200 respondents who were active or potential consumers of Thanksinsomnia to ensure representative and valid results. The questionnaire was designed to measure the independent variables, namely website quality and the influence of social media influencers, and the dependent variable, namely online purchase intention, using 7-point differential semantics. After the data was collected, multiple regression analysis was carried out to test the relationship between these variables, with the aim of determining how much influence each independent variable has on online purchase intention. The results of this analysis will provide insight into the key factors that influence consumer purchasing decisions and can be used to formulate more effective marketing strategies.

The sampling technique used is purposive sampling which selects certain characteristics, namely followers of Thanksinsomnia influencers and also website visitors who have shown online purchasing intentions. They are considered to have had interactions or purchasing intentions on the Thanksinsomnia website. After the data was collected, the analysis was carried out using multiple regression techniques (Yusi & Idris, 2020) to test the relationship between the independent variables (website quality and social media influencers) and the dependent variable (online purchase intention). Before conducting the regression, the data was first tested to ensure its normality, reliability, and validity. The regression analysis aims to determine the extent to which website quality and the influence of social media influencers affect consumers' online purchase intentions. The results of this analysis will be used to draw conclusions about which factors have the most significant influence on online

purchasing decisions, as well as provide practical recommendations for the development of Thanksinsomnia's digital marketing strategy in the future.

4. RESULTS AND DISCUSSIONS

Respondent Characteristics

Table 1.

Characteristics Based on Age and Gender Associated with Online Purchase Intention Level

Online Purchase Intention	Age (Years old)	Gender				Total	
		Male		Female			
		F	%	F	%	F	%
Explorative Interest	< 20	8	4%	5	2,5%	13	6,5%
	20-25	23	11,5%	41	20,5%	64	32%
	26-30	12	6%	14	7%	26	13%
	31-35	10	5%	2	1%	12	6%
	>36	0	0%	0	0%	0	0%
	Total	53	26,5%	62	31%	115	57,5%
Transactional Interest	< 20	12	6%	6	3%	18	9%
	20-25	23	11,5%	8	4%	31	15,5%
	26-30	8	4%	5	2,5%	13	6,5%
	31-35	0	0%	0	0%	0	0%
	>36	0	0%	0	0%	0	0%
	Total	43	21,5%	19	9,5%	62	31%
Preference Interest	< 20	3	1,5%	1	0,5%	4	2%
	20-25	5	2,5%	1	0,5%	6	3%
	26-30	5	2,5%	1	0,5%	6	3%
	31-35	2	1%	0	0%	2	1%
	>36	0	0%	0	0%	0	0%
	Total	15	7,5%	3	1,5%	18	9%
Reference Interest	< 20	1	0,5%	0	0%	1	0,5%
	20-25	3	1,5%	0	0%	3	1,5%
	26-30	0	0%	0	0%	0	0%
	31-35	1	0,5%	0	0%	1	0,5%
	>36	0	0%	0	0%	0	0%
	Total	5	2,5%	0	0%	5	2,5%
TOTAL		116	58%	84	42%	200	100%

Source: Data Processed, 2024

Table 1 illustrates that in terms of age and gender, it shows that Instagram followers of Local Pride Indonesia based on age and gender are mostly dominated by women with a percentage of 30.5% or as many as 61 people consisting of 42 people aged 21-22 years, 13 people aged 19-20 years, 3 people aged 17-18 years, 2 people aged 23-24 years, and 1 person aged 25-27 who are at the explorative interest level. Meanwhile, Instagram followers of Local Pride Indonesia who are at the transactional interest level are dominated by women aged 21-22 years as many as 28 people and men as many as 4 people or with a percentage of 16%, then at the preferential interest level dominated by women aged 21-22 years as many as 12 with a percentage of 6%, and the last level of preferential interest is dominated by women aged 21-22 years as many as 4 people and 1 man of the same age so that if expressed as a percentage of 2.5%.

Women dominate the characteristics of customers based on gender because women have a better level of concern and understanding of clothing compared to men. Most followers are in the age range of 20-25 years, at that age usually someone is more financially capable and has a more up-to-date fashion taste.

Table 2.

Characteristics Based on Education and Employment Status Related to Online Purchase Intention

Level

Online Purchase Intention	Education	Employment Status										Total	
		Student		Businessman		Government Employees		Private employees		Others			
		F	%	F	%	F	%	F	%	F	%	F	%
Explorative Interest	Junior High School	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Senior High School	32	16%	2	1%	7	3,5%	5	2, 5	12	6%	58	29%
	Degree	4	2%	0	0%	5	2,5%	28	28%	16	16%	53	26,5%
	Master	0	0%	0	0%	0	0%	1	0,5%	3	1,5%	4	2%
	Doctorate	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	36	18%	2	1%	12	6%	34	31%	31	23,5%	115	57,5%
Transactional Interest	Junior High School	5	2,5%	0	0%	0	0%	0	0%	0	0%	5	2,5%
	Senior High School	18	9%	1	0,5 %	3	1,5%	1	0,5%	1	0,5%	24	12%
	Degree	2	1%	2	1%	9	4,5%	12	6%	8	4%	33	16,5%
	Master	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Doctorate	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	25	12,5%	3	1,5 %	12	6%	13	6,5%	9	4,5%	62	31%
Preferential Interest	Junior High School	3	1,5%	0	0%	0	0%	0	0%	0	0%	3	1,5%
	Senior High School	1	0,5%	0	0%	2	1%	3	1,5%	1	0,5%	7	3,5%
	Degree	0	0%	0	0%	2	1%	4	2%	2	1%	8	4%
	Master	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Doctorate	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	4	2%	0	0%	4	2%	7	3,5%	3	1,5%	18	9%
Referential Interest	Junior High School	2	1%	0	0%	0	0%	0	0%	0	0%	2	1%
	Senior High School	0	0%	0	0%	0	0%	0	0%	1	0,5%	1	0,5%
	Degree	0	0%	0	0%	1	0,5%	0	0%	1	0,5%	2	1%
	Master	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Doctorate	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	2	1%	0%	0%	1	0,5%	0	0%	2	1%	5	2,5%
TOTAL		67	33,5%	5	2,5	29	14,5%	54	41%	45	30,5%	200	100%

Source: Data Processed, 2024

Table 2 illustrates that if analyzed based on the last level of education, employment status, and level of online purchase intention in this study is dominated by students with the last education of high school / vocational high school or equivalent who are at the level of online purchase intention, namely Explorative Interest, namely 32 people (16%) with the last education of high school/vocational high school or equivalent. The dominance of followers with the last educational background of high school / vocational high school is certainly natural, because currently most of the Indonesian population in the age range of teenagers and adults have a high school/vocational high school background.

Table 3.

Characteristics Based on Income, Monthly Pocket Money and Occupation Associated with Online Purchase Intention Level

Online Purchase Intention	Pocket money/Monthly income	Employment Status										Total	
		Students		Housewife		Businessman		Private employees		Others			
		F	%	F	%	F	%	F	%	F	%	F	%
Explorative Interest	<Rp. 3.000.000	22	11%	0	0%	2	1%	1	0,5%	7	3,5%	32	16%
	Rp. 3.000.000-Rp. 6.000.000	14	7%	1	0,5%	7	3,5%	22	11%	12	6%	56	28%
	Rp. 6.000.000-Rp. 10.000.000	0	0%	1	0,5%	2	1%	10	5%	10	5%	23	11,5%
	Rp. 10.000.000-Rp. 15.000.000	0	0%	0	0%	0	1%	2	1%	2	1%	4	2%
	>Rp. 15.000.000	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Transactional Interest	Total	36	18%	2	1%	11	6,5%	35	17,5%	31	15,5%	115	57,5%
	<Rp. 3.000.000	14	7%	1	0,5%	2	1%	1	0,5%	1	0,5%	19	9,5%
	Rp. 3.000.000-Rp. 6.000.000	13	6,5%	2	1%	4	2%	9	4,5%	5	2,5%	33	16,5%
	Rp. 6.000.000-Rp. 10.000.000	0	0%	0	0%	4	2%	2	1%	3	1,5%	9	4,5%
	Rp. 10.000.000-Rp. 15.000.000	0	0%	0	0%	0	1%	1	0,5%	0	0%	1	0,5%
Preference Interest	>Rp. 15.000.000	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	27	13,5%	3	1,5%	10	6%	13	6,5%	9	4,5%	62	31%
	<Rp. 3.000.000	2	1%	0	0%	1	0,5%	0	0%	0	0%	3	1,5%
	Rp. 3.000.000-Rp. 6.000.000	3	1,5%	0	0%	0	0%	5	2,5%	1	0,5%	9	4,5%
	Rp. 6.000.000-Rp. 10.000.000	0	0%	0	0%	2	1%	2	1%	2	1%	6	3%
Reference Interest	Rp. 10.000.000-Rp. 15.000.000	0	0%	0	0%	0	1%	0	0%	0	0%	0	0%
	>Rp. 15.000.000	0	0%	0	0%	0	1%	0	0%	0	0%	0	0%
	Total	5	2,5%	0	0%	3	3,5%	7	3,5%	3	1,5%	18	9%
	<Rp. 3.000.000	0	0%	0	0%	0	0%	0	0%	0	0%	1	0,5%
	Rp. 3.000.000-Rp. 6.000.000	2	1%	0	0%	0	0%	0	0%	1	0,5%	3	1,5%
TOTAL	Rp. 6.000.000-Rp. 10.000.000	0	0%	0	0%	0	0%	0	0%	1	0,5%	1	0,5%
	Rp. 10.000.000-Rp. 15.000.000	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	>Rp. 15.000.000	0	0%	0	0%	0	1%	0	0%	0	0%	0	0%
	Total	2	1%	0	0%	0	1%	0	0%	2	1%	5	2,5%
	TOTAL	51	70%	35	5%	2,5	24%	17	55%	27,5	45%	22,5	200%

Source: Data Processed, 2024

Information based on pocket money/income of Local Pride Indonesia Instagram followers in Table 3, states that the majority of respondents have an income of <Rp3,000,000 as many as 22 people with a percentage of 11% where students/university students and private employees have the same number, followed by an income of Rp3,000,000-Rp6,000,000 as many as 14 people with a percentage of 7%, followed by an income of Rp6,000,000-Rp10,000,000 as many as 10 people with a percentage of 5%, an income of Rp10,000,000-Rp15,000,000 as many as 4 people with a percentage of 2% and an income of >Rp15,000,000 0%. This research is still in line with the salary explorer survey of average spending in Indonesia (CNBC, 2023). Based on the analysis above, it can be concluded that the majority of consumers are dominated by private employees who have pocket money/income per month of Rp3,000,000-Rp6,000,000 and students <Rp3,000,000 with the level of online purchase intention in the explorative interest dimension. The income range can also be said to be realistic if associated with the average income of Indonesians according to the variation in minimum wage values in various cities.

Validity Test Results

Validity testing is conducted to assess the extent to which the research instrument is able to measure what should be measured. Validity is measured using the Pearson Product Moment correlation method, where each item on the instrument is tested for its correlation with the total score. Based on Table 4 on the website quality variable instrument, it can be seen that the highest value is in the statement "Customer personal data protection services on the Thanksinsomnia website" with an r count of 0.710. While the lowest value is in the statement "The page display service and content of the Thanksinsomnia website are relevant to the brand and image of the company" with an r count of 0.582.

Table 4.

Website Quality Validity Test Results (X1)

No.	Statement	r count	r table	Decision
1.	The product and service information services on the Thanksinsomnia website are relevant to customer needs.	0.665	0.138	Valid
2.	The purchasing procedure information service presented on the Thanksinsomnia website is easy to understand.	0.685	0.138	Valid
3.	The product and service display service on the Thanksinsomnia website provides a pleasant experience for customers.	0.648	0.138	Valid
4.	Thanksinsomnia website content and page display services are relevant to the company's brand and image.	0.582	0.138	Valid
5.	The navigation menu service on the Thanksinsomnia website is clear and easy to understand.	0.615	0.138	Valid
6.	The features and functions of the Thanksinsomnia website are working well.	0.675	0.138	Valid
7.	Website interaction service with customers is fast	0.665	0.138	Valid
8.	Clear and easy to understand feedback service	0.591	0.138	Valid
9.	Responsive help desk	0.685	0.138	Valid
10.	Clear and easy to understand help service	0.658	0.138	Valid
11.	Payment security services	0.605	0.138	Valid
12.	Customer personal data protection services	0.710	0.138	Valid

Source: Data Processed, 2024

The results of the validity coefficient test against a certain level of significance in the table above, all r count values exceed the r table value indicating that the existence of the validity coefficient is not due to coincidence but states that the statements in the questionnaire are able to reveal something that is measured by the questionnaire where the statement items in the questionnaire are tested against related factors.

Table 5.
Social Media Influencer Validity Test Results (X2)

No.	Statement	r count	r table	Decision
1.	Physical Appearance of Influencers	0.700	0.138	Valid
2.	Delivery of advertisements by Influencers	0.629	0.138	Valid
3.	Number of Instagram followers of brand Thanksinsomnia influencers on social media	0.678	0.138	Valid
4.	The characters played in promoting Thanksinsomnia products	0.627	0.138	Valid
5.	Product information delivered by Influencers	0.555	0.138	Valid
6.	Influencers Content	0.550	0.138	Valid
7.	Product Knowledge Influencers	0.419	0.138	Valid
8.	Influencers' ability to introduce products	0.405	0.138	Valid
9.	Influencers' character in terms of use of promoted products	0.481	0.138	Valid
10.	Influencers' style when promoting products	0.502	0.138	Valid
11.	Information conveyed by Influencers	0.418	0.138	Valid
12.	Influencers' attraction to the promoted product	0.517	0.138	Valid
13.	The reputation that influencers build	0.792	0.138	Valid

Source: Data Processed, 2024

Table 5 shows that all items have significant correlation values ($p < 0.05$). These values indicate that the items are valid in measuring the intended construct. Therefore, this research instrument is declared to have good validity and can be used for further data collection. The statements submitted to respondents during the validity test were all declared valid because the Sig. value is smaller than 0.05 and r count is greater than r table, so the statements can be used as measuring instruments. The highest value is at 0.792 in no. 13 while the lowest value is at 0.405 in no. 8.

Table 6 also shows that the statements submitted to respondents to test the validity of the second variable are all declared valid because the Sig. value is smaller than 0.05 and r count is greater than r table, then the statements can be used as measuring instruments. Among those tested, the highest value is in no. 6 with a number of 0.846 while the lowest value is in no. 12 with a number of 0.630.

Table 6.

Online Purchase Intention Validity Test Results (Y)

No.	Statement	r count	r table	Decision
1.	Desire to know more about Thanksinsomnia products	0.818	0.138	Valid
2.	Interest in trying Thanksinsomnia products	0.788	0.138	Valid
3.	Interest in purchasing Thanksinsomnia products	0.840	0.138	Valid
4.	Consider carefully before purchasing Thanksinsomnia products	0.681	0.138	Valid
5.	Followers' confidence in Thanksinsomnia products	0.782	0.138	Valid
6.	Followers quickly became interested in Thanksinsomnia products	0.846	0.138	Valid
7.	The confidence of followers in purchasing goods online at Thanksinsomnia provides its own convenience and comfort.	0.824	0.138	Valid
8.	Intensity of searching for Thanksinsomnia product information	0.732	0.138	Valid
9.	Followers' activity in seeking more information about Thanksinsomnia products	0.764	0.138	Valid
10.	The tendency of followers to search for information about products on social media before purchasing a product Thanksinsomnia	0.689	0.138	Valid
11.	Positive assessments from other followers influence online purchasing decisions	0.715	0.138	Valid
12.	The tendency for followers to get Thanksinsomnia product recommendations from friends, family or others	0.630	0.138	Valid

Source: Data Processed, 2024

Reliability Test Results

Reliability testing was conducted to ensure the internal consistency of the research instruments used. Based on Table 7, the results of data processing using the Cronbach's Alpha coefficient, obtained a value of 0.875 for website quality, social media influencer 0.928 and online purchase intention 0.933. These values indicate that the instrument used has a high level of reliability, because the Cronbach's Alpha value is greater than 0.7, which is the recommended minimum limit. Thus, it can be concluded that this research instrument is consistent in measuring the variables studied, so it is worthy of use in further research.

Table 7.

Reliability Test Results

Variable	Cronbach Alpha	No. Item	Conclusion
Website Quality	0.875	12	Reliable
Social Media Influencer	0.928	13	Reliable

Online Purchase Intention	0.933	12	Reliable
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Source: Data Processed, 2024

Table 8.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.807 ^a	0.651	0.647	0.574	1,530

a. Predictors: (Constant), Social Media Influencer, Website Quality

b. Dependent Variable: Online Purchase Intention

The results of the regression analysis show that the model used has an Adjusted R-squared value of 0.647, which means that 64.7% of the variability of the dependent variable (online purchase intention) can be explained by the independent variables (website quality and social media influencers) in the model. The R-squared value of 0.651 also indicates that the model has a good level of fit. In addition, the Durbin-Watson value of 1.530 indicates that there is no autocorrelation in the residuals, so the assumption of data independence is met. Overall, this regression model is considered feasible to be used in explaining the relationship between the variables studied.

Table 9.

ANOVA Test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.209	2	60.604	183.423	0.000 ^b
	Residual	65.090	197	0.330		
	Total	186.299	199			

a. Dependent Variable: Online Purchase Intention

b. Predictors: (Constant), Social Media Influencer, Website Quality

The results of the ANOVA analysis on the regression model show that the F value is 183.423 with a significance level (p-value) of 0.000, which means $p < 0.05$. This indicates that the regression model used as a whole is significant, or in other words, there is a significant relationship between the independent variables together with the dependent variable. This low significance value indicates that the independent variables in the model make a significant contribution in explaining the variability of the dependent variable. This high F value indicates that the regression model built as a whole is very significant, indicating that the independent variables together have a strong influence on the dependent variable. With a p-value much smaller than 0.05, it can be concluded that the relationship between the independent and dependent variables in this model does not occur by chance, so this regression model is valid and can be used for further analysis.

Table 10.
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.148	0.687		0.215	0.830		
	Website quality	0.109	0.102	0.045	1.076	0.283	0.996	1.004
	Social media influencer	0.853	0.045	0.803	19.019	0.000	0.996	1.004

a. Dependent Variable: Online Purchase Intention

The sig (or significance) value in the coefficients table shows how strong the relationship is between the independent and dependent variables in a regression model. If the sig value is 0.283, this means that there is not enough evidence to state that the independent variable significantly affects the dependent variable at a significance level of 0.05. The website quality variable with a sig of 0.283 does not have a significant effect on the online purchase intention variable in the analyzed model. The Standardized Coefficients value (0.045) for website quality shows how much influence the variable has on the online purchase intention variable in standard deviation units. This means that a value of 0.045 indicates that there is a very small influence of the website quality variable on the online purchase intention variable. The combination of a sig value of 0.000 and a β of 0.803 indicates that the social media influencer variable has a very strong and significant influence on the online purchase intention variable. This is an indication that this independent variable is a very good predictor in the regression model. A sig value <0.05 indicates that this result is very statistically significant, where the relationship between the social media influencer variable and online purchase intention is very likely not a coincidence. A sig value of 0.830 for the constant indicates that the constant is not statistically significant, and does not contribute much to the model's ability to predict the dependent variable. This is usually not a big problem because the focus of this study is on the relationship between the independent and dependent variables, so the insignificance of this constant is not very important. The model can still be used because one independent variable shows high significance.

Discussion

Website Quality on Online Purchase Intention

In several studies, website quality is often considered as an important factor influencing online purchase intention. However, not all studies found a significant relationship between website quality and online purchase intention. For example, a study by (Bart et al., 2005) revealed that although

elements such as ease of use, visual design, and security are very important in shaping user perceptions of a website, they do not always lead to an increase in purchase intention directly. Other factors, such as brand trust or previous experience, may have a more dominant influence in determining consumer purchase intention.

Furthermore, research by (Mavlanova et al., 2012) also showed that website quality did not have a significant influence on online purchase intention in certain contexts. They found that when consumers already had brand preferences or when they were influenced by social recommendations, website quality became less relevant. This suggests that although website quality remains important in providing a good user experience, it may not always be the main determinant in the online purchase decision process. Focusing on other elements such as trust and social interaction may be more effective in influencing consumer purchase intention.

Social Media Influencer on Online Purchase Intention

Social media influencers have become a key element in digital marketing strategies, especially in influencing consumers' online purchase intentions. Studies by (Dwivedi et al., 2021), (Lim et al., 2017), (De Veirman et al., 2017) show that social media influencers have a significant and strong influence on online purchase intentions due to the trust and credibility they build with their followers. Followers tend to view influencers as trustworthy and relatable, which makes product recommendations from influencers more influential than traditional advertising. This is because influencers are able to convey marketing messages in a more personal and authentic way, which ultimately strengthens the purchase intentions of their followers. In addition, research by (Chetioui et al., 2020) confirms that the significant impact of influencers on online purchase intentions depends not only on the number of followers but also on the emotional connection and interaction that influencers build with their audiences. Influencers who succeed in building strong emotional connections tend to be more effective in influencing purchase decisions because followers feel more personally connected. This effectiveness is amplified by the influencer's ability to integrate products into their content in an organic and engaging way, which makes the audience more likely to be influenced to make a purchase.

5. CONCLUSIONS

Based on the existing study, it can be concluded that website quality, although important in creating a good user experience, does not always have a significant effect on online purchase intentions. Although elements such as ease of use, visual design, and website security can increase users' positive perceptions of a platform, these factors are often not strong enough to directly drive purchase intentions. The influence of website quality may be reduced by other more dominant factors, such as consumer trust in the brand, social recommendations, or pre-formed personal preferences. Therefore, digital marketing strategies need to consider other elements that are more effective in influencing purchase intentions, apart from the quality of the website itself.

Social media influencers have a significant influence on consumers' online purchase intentions. Influencers are able to build trust, credibility, and emotional connections with their audiences, which makes their product recommendations very effective in driving purchase intentions. The strong engagement and interaction between influencers and their followers make influencers a very influential marketing tool, able to direct consumer preferences and purchasing decisions. Therefore, marketing strategies that leverage social media influencers can effectively increase online purchase intentions, especially in contexts where audiences feel personally connected to the influencers they follow.

If website quality does not have a significant impact on online purchase intentions, companies need to shift their focus from simply improving the technical aspects of the website such as design and security, and prioritize other factors that can influence purchase decisions. Marketing strategies that can be considered include strengthening brand trust through customer testimonials and positive reviews, as well as improving the overall user experience by providing relevant and useful content. In addition, companies should pay attention to external factors such as promotional offers, responsive customer service, and ease of purchase process that can more directly influence consumer purchase intentions.

The indirect influence of website quality on online purchase intention often occurs through factors such as user experience, trust, satisfaction, and perceived value. All of these factors can play a significant role in strengthening consumer purchase intention, making website quality key to increasing conversion and customer loyalty in e-commerce.

To leverage the influence of social media influencers in increasing online purchase intentions, companies should choose influencers who have an audience that is relevant and authentic to the products or services they offer. It is important to ensure that the influencer has high engagement and a strong relationship with their followers, so that their recommendations can have a greater impact on consumer purchase decisions. In addition, companies should work with influencers to create creative and engaging content, and align promotional messages with the values and interests of the influencer's audience. With this strategy, companies can maximize the potential of influencers to drive purchase intent and improve the results of their marketing campaigns.

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