
THE IMPACT OF SOCIAL MEDIA MARKETING AND ENDORSEMENT ON PURCHASING DECISIONS AT DAARUL JANNAH COTTAGE



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Abstract

The central aim of this study is to analyze social media marketing (SMM) and the use of endorsements influence purchasing decisions at Cottage Daarul Jannah, a sharia-based accommodation. Using a purposive sampling technique, 50 customers were selected as respondents, and data were obtained through questionnaires measuring aspects of SMM, endorsement, and purchase decision. The findings revealed that both variables influence purchasing decisions, positively and significantly, both individually and simultaneously. The findings suggest that the implementation of digital marketing strategies through social media, as well as the use of endorsements from influencers, can increase customer interest and strengthen their decision to make a purchase. Therefore, the optimization of digital marketing strategies has the potential to be a crucial element in improving competitiveness and building customer loyalty in the hospitality industry.

Keywords: Endorsement, Purchase Decision, Social Media Marketing (SMM)

INTRODUCTION

The digital era has evolved rapidly, bringing significant transformation across various sectors, including the hospitality industry. The rise of Industry 4.0 has intensified the adoption of digital tools in business operations, particularly in customer engagement and marketing strategies (Harrigan et al., 2017). One of the most prominent developments is the increasing reliance on social media platforms and influencer endorsements as means of influencing consumer behavior. In Indonesia, the hospitality sector—especially those aligning with Islamic principles—is also embracing digital marketing to attract and retain customers. Sharia-compliant accommodations, such as Cottage Daarul Jannah, are leveraging platforms like Instagram and TikTok to enhance their visibility and appeal to Muslim travelers. However, although prior scholarly inquiries have accentuated that Social Media Marketing (SMM) and endorsement can positively impact consumer purchase decisions, the specific effect of these strategies in Islamic-based hospitality settings remains underexplored. This study is conducted specific gap identified by examining how SMM and endorsement influence purchase decisions among guests at Cottage Daarul Jannah, offering insights into the effectiveness of digital marketing in faith-aligned service environments.

REVIEW OF LITERATURE

Purchasing decisions serve as a pivotal element in a company's business strategy as they are an indicator of marketing success in attracting customers and driving revenue. In addition, this decision contributes to the sustainability of the company by ensuring that the products and services provided are in line with consumer needs and preferences. As described by Priansa (2017: 176), purchasing decisions are a structured process in which consumers evaluate and select products or services based on consideration of the various alternatives available. Purchasing actions go beyond economic transactions alone but are simultaneously shaped by diverse psychological and sociocultural determinants that influence consumer perceptions and tendencies towards certain brands or services. Indicators that describe purchasing decisions include information search, alternative assessment, purchase intention, and implementation of purchase actions (Priansa, 2017: 176). Information relates to a methodological approach in which consumers collect related data regarding a product or

service before finalizing their decision. Alternative assessments arise when consumers engage in comparative analysis of various options, taking into account elements such as price, quality, and recommendations from third parties. Intention to purchase signifies the preparatory stage before the transaction, indicating the consumer's interest and readiness to proceed with the acquisition. Ultimately, the purchase decision reflects the final choice made by the consumer in acquiring the product or service they have specified. Various factors can contribute to improving purchasing decisions, including endorsements and marketing through social media.

Endorsement in digital marketing refers to a promotional strategy that involves public figures or influencers to strengthen the credibility and increase the appeal of a product or service (McCracken, 2016: 132). The importance of the role of endorsements can be seen from their potential to foster consumer trust in brands, thereby increasing purchase interest (Freeman & Chen, 2015: 89). Indicators that show the effectiveness of endorsements include endorser credibility, audience engagement level, brand relevance, and the resulting impact on purchase intentions (McCracken, 2016: 135). Numerous investigations within the domain of consumer behavior have demonstrated the significant impact of endorsements on consumer purchasing decisions. Djafarova & Rushworth (2017) found that consumers showed greater levels of trust in influencer endorsements compared to traditional advertising methods. Research by Lim et al. (2020) supports these findings by revealing that influencer engagement contributes positively to increasing brand credibility and influencing consumer purchase decisions. Furthermore, Lutfi's (2023) findings show that influencer participation in the role of endorsement in product promotion increases purchase decisions. Udin (2023) also identified that endorsements from public figures have a substantial impact on purchasing decisions in the hospitality sector. A large number of studies have validated the idea that product endorsements significantly influence consumer purchasing decisions. Godey et al. (2016) suggest that dynamic engagement between companies and their audiences through social media, especially when combined with promotion by influencers, is a key factor in a successful marketing strategy, increasing customer trust while encouraging their propensity to make purchases. Harrigan et al. (2017) revealed that an effective digital marketing approach through social media and endorsements can increase brand loyalty and accelerate

the customer conversion process. Lim et al. (2020) assert that endorsements drive increased consumer engagement and directly influence purchasing behavior. Xiang et al. (2021) suggest that marketing campaigns that integrate engaging social media content with endorsements from public figures can significantly increase sales volume and customer loyalty. Another factor that is believed to influence consumer behavior is marketing using Social Media Marketing (SMM).

SMM is defined as a concept within the domain of digital marketing focused on enhancing customer interaction and engagement by utilizing a number of social media platforms, including TikTok, Instagrams and Facebook (Kotler & Keller, 2016: 215). The role of SMM is crucial in driving interactions with consumers, strengthening brand visibility, and exerting influence over consumer purchasing behavior (Hinson et al., 2025: 112). As noted by Kotler & Keller (2016:217), indicators of SMM success include brand recognition, engagement, consumer interaction rate, web traffic, and conversion rate. Empirical research has repeatedly proven that SMM has a large and favorable impact on consumer purchasing decisions. Godey et al. (2016) revealed that the implementation of social media-based marketing strategies can strengthen interactions with customers, which in turn contributes to increased sales. Meanwhile, Harrigan et al. (2017) emphasized that active brand engagement on social media serves as a vital instrument in fostering and maintaining customer loyalty. Another finding by Lim et al. (2020) showed that strategically designed social media marketing initiatives have the potential to substantially boost consumer purchase intentions. Furthermore, Xiang et al. (2021) emphasized that marketing through social media not only enhances brand exposure, but also accelerates the direct sales conversion process.

However, a uniform conclusion is not reached by all studies. A study conducted by Erkan & Evans (2016) revealed that although social media has potential to influence purchasing decisions, the presence of a large number of negative reviews can have a detrimental impact, especially by reducing consumer purchase intentions. This phenomenon arises when consumers perceive a discrepancy between their expectations, formed from the content they consume, and the actual experiences they encounter. This incongruity can motivate consumers to disseminate negative feedback, thereby influencing the purchasing decisions of other consumers. Negative information on this platforms also has the potential

to damage brand equity and erode consumer trust in a particular product or service. Campbell & Farrell (2020) explain that excessive endorsements can trigger audience fatigue. When consumers are subjected to incessant promotional content from the same influencers or overly homogenized messages, the effectiveness of marketing efforts tends to diminish. In addition, consumers may begin to question the authenticity of influencers' endorsements if they are perceived as over-promoting diverse brands without clear selectivity criteria. This phenomenon implies that, while endorsements can serve as powerful marketing instruments, their implementation requires careful planning to maintain relevance and prevent audience saturation. Moreover, studies by Kadir et al. (2017) highlights that the credibility of information in an endorsement may serve as a considerable hindrance in affecting purchasing decisions. When consumers doubt the authenticity or honesty of the recommendations provided by influencers or public figures, the effectiveness of marketing strategies through endorsements may decrease, hindering their impact on purchasing decisions. When consumers are skeptical about the authenticity of an influencer's recommendation, they tend to seek additional information from alternative sources, such as real customer reviews or previous buyer experiences. Transparency in the field of digital marketing is crucial in fostering consumer trust, thus brands must ensure that endorsements are made by individuals who have relevance to the advertised product and can provide credible testimonials.

Based on the outcomes of earlier research and the explanation, the subsequent section of the analytical model and hypothesis in this study:

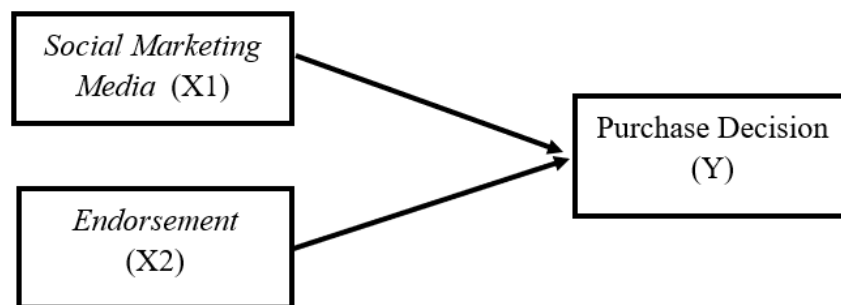


Figure 1.
Research Model

The hypotheses for this study include:

H1: “Marketing through social media has a positive and significant impact on purchasing decisions.”

H2: “Endorsement has a positive and significant impact on purchasing decisions.”

H3: “The combined impact of social media marketing and endorsements on consumer purchase decisions is a topic that has been the focus of various studies.”

RESEARCH METHOD

This research employs a quantitative methodology utilizing a survey technique, where data is obtained by applying a questionnaire through a Likert scale. As the definition put forward by Sugiyono (2019: 14), quantitative methods are intended to analyze certain populations or samples through the systematic application of research instruments and statistical-based data processing to evaluate predetermined hypotheses. This research design includes a descriptive approach that aims to provide a comprehensive description of the variables under study, while the verification approach focuses on testing the relationship between SMM, endorsements, and purchasing decisions. According to the philosophy of positivism, the phenomena are analyzed objectively and can be tested empirically (Sugiyono, 2019: 35). The study population consisted of customers of Cottage Daarul Jannah who had interacted with social media and were exposed to endorsement strategies. This study employs a purposive sampling technique, where participants are selected based on specific predefined criteria in accordance with the research objectives (Sugiyono, 2019: 80). To ensure adequate representation of the population, the sample size was established using the application of the Slovin formula. The gathered data were subsequently examined using SPSS software to assess its validity and reliability. The validity criterion is determined by a value of more than 0.3, Reliability in this study is measured by Cronbach's Alpha ≥ 0.70 indicates that achieves an adequate level of consistency (Sugiyono, 2019: 125).

Simple linear regression was employed in this research employs methods to examine the data, evaluating the impact of the independent (endorsement and SMM) influence the dependent (purchase decision). Hypotheses were tested through the t-test was applied to determine the specific contribution of each independent variable, as well as the F-test conducted to examine the collective impact of both variables on the dependent. In hypothesis testing, decisions are based on the significance value (p-value) with an error rate of 5% or $\alpha = 0.05$ (Sugiyono, 2019: 159). If $p < 0.05$, then the H_a is accepted, which means that there is

an impact between the variables studied. With this approach, the research is expected to produce valid and reliable findings regarding the impact of SMM and endorsements on purchasing decisions in the hospitality industry, especially at Daarul Jannah Cottage.

RESULTS AND DISCUSSION

Validity Test

The validity of the study was determined through the application of Pearson's correlation coefficient, with the condition that an indicator is considered valid if the correlation value exceeds 0.30 and the significance value (p-value) does not exceed 0.05. The test findings show that all indicators in the social media marketing (SMM) variable are valid, endorsements, and purchase decisions have a significant correlation to their respective total variable scores ($p = 0.000$). Thus, this research instrument can be declared valid.

Table 1.
Validity Test

Variabel	Pearson Correlation	Sig. (2-tailed)	Conclusion
Social Media Marketing	0.730	0.000	Valid
Endorsement	0.793	0.000	Valid
Purchase Decision	0.727	0.000	Valid

Source: primary data, processed 2025

As all correlation values exceed 0.30 and demonstrate significance ($p < 0.05$), the applied research instruments are considered valid and capable of subsequent analysis.

Reliability Testing

Reliability testing is defined as the process of evaluating the consistency of research instruments by applying Cronbach's Alpha (CA). A variable is deemed reliable if the CA value > 0.70 . The findings of the test demonstrate that all variables meet these criteria, with CA values of 0.901 on social media marketing, 0.889 on endorsements, and 0.715 on purchasing decisions. Consequently, this research instrument has been demonstrated to be reliable and adequate for further analysis.

Table 2.
Reliability Test

Variabel	Cronbach's Alpha	Conclusion
Social Media Marketing	0.901	Reliabel
Endorsement	0.889	Reliabel
Purchase Decision	0.715	Reliabel

Source: primary data, processed 2025

Since all correlation values > 0.30 and show significance ($p < 0.05$), therefore, the applied research instruments are considered valid and capable of being applied for subsequent analysis.

Descriptive Statistics Test

The analysis results demonstrate that the purchasing decision variable has the highest mean value (4.32), indicating that respondents tend to have a strong purchasing decision tendency. Meanwhile, the social media marketing variable has a mean of 3.78, which indicates that marketing strategies through social media are quite effective in attracting consumer interest. Meanwhile, the endorsement variable has an average of 3.46, which indicates that the influence of influencers on purchasing decisions is still moderate compared to other variables.

Table 3.
Descriptive Statistics

Variabel	Mean	Std. Deviation
Social Media Marketing	3.78	0.974
Endorsement	3.46	1.097
Purchase Decision	4.32	0.683

Source: primary data, processed 2025

With a relatively small standard deviation value, the data obtained tends to be homogeneous, which means that the respondents' perceptions of the research variables are quite uniform.

Simultaneous Test (F Test)

The F test is intended to evaluate the impact of the independent variables, namely SMM and endorsement, significantly and simultaneously on the dependent variable, namely

the purchase decision. The test findings prove that the F value reaches 19.299 and sig. 0.000 ($p < 0.05$). Thus, the two independent variables simultaneously and significantly influence purchasing decisions.

Table 4.
F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	387.039	2	193.520	19.299	0.000
Residual	471.281	47	10.027	-	-
Total	858.320	49	-	-	-

Source: primary data, processed 2025

Because the p value < 0.05 , this regression model is declared significant, so that social media marketing and endorsement can simultaneously explain variations in purchasing decisions.

Partial Test (t Test)

The t-test was applied to assess the impact of each independent variable, namely SMM and endorsement, on purchasing decisions partially. The findings of the analysis prove that SMM (X1) has a coefficient $B = 0.436$, a t-value = 4.233, and $p = 0.000$ ($p < 0.05$), which confirms a favorable and substantial influence on purchasing choices. Similar findings were also found for endorsements (X2), which showed a coefficient $B = 0.229$, a t value = 2.419, and $p = 0.020$ ($p < 0.05$), meaning that endorsements also significantly and positively influence purchasing decisions.

Table 5.
T-Test

Variabel	Coefficient B	t-Statistics	Sig.	Conclusion
Social Media Marketing	0.436	4.233	0.000	Significant
Endorsement	0.229	2.419	0.020	Significant

Source: primary data, processed 2025

Because both variables obtained a p value < 0.05 , both SMM and endorsements partially affect purchasing decisions significantly. In addition, the findings of the analysis prove that SMM has a stronger impact than endorsements in driving consumer decisions to make purchases.

Hypothesis Testing (H1)

The purpose of hypothesis testing is to evaluate the extent to which smm and endorsements influence purchasing decisions. Preliminary findings from the test show that SMM (X1) has a coef. 0.436 and a sig. of 0.000 ($p < 0.05$). This means H1 is proven and H0 is rejected. This result confirms that SMM influences purchasing decisions (Y) significantly and positively. In addition, the analysis revealed that endorsement (X2) has a coef. of 0.229 and a sig. 0.020 ($p < 0.05$). This finding supports the acceptance of H2, thus confirming that endorsements also influence purchasing decisions significantly and positively.

Table 6.
Hypothesis Testing

Hypothesis	Independent Variable	Purchase Decision	Koefisien B	Sig.	Conclusion
H1	Social Media Marketing	Purchase Decision	0.436	0.000	Accepted
H2	Endorsement	Purchase Decision	0.229	0.020	Accepted

Source: primary data, processed 2025

The findings of this study confirm the concept that digital marketing via social media and influencer endorsements plays an essential role in influencing customer purchasing decisions at Cottage Daarul Jannah. These findings are consistent with the conclusions of prior studies, as evidenced by Godey et al. (2016), which demonstrated that marketing via social media can enhance customer engagement and fortify brand trust. Furthermore, a study by Lim et al. (2020) demonstrates that influencer endorsements significantly influence consumer preferences for products or services. Furthermore, Harrigan et al. (2017) have demonstrated that the integration of SMM and endorsements can remarkably amplify purchase decisions. Consequently, the findings of this study further substantiate that efficacious digital marketing can serve as a pivotal factor in attracting and retaining customers.

Test Coefficient of Determination (R²)

Testing the R² found that social media marketing and endorsements contributed 45.1% to the variation in purchasing decisions. Meanwhile, the remaining 54.9% was influenced by factors other than those analyzed in this study. This means that although digital

marketing strategies through social media and endorsements contribute to the development of purchasing decisions significantly, the results of this study do not fully determine overall purchasing decisions, there are still other variables, such as product quality, price, customer service, and other external factors, which also influence consumer preferences and decisions.

Table 7.
Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error
1	0.672	0.451	0.428	3.166

Source: primary data, processed 2025

This study aligns with several preceding studies. Godey et al. (2016) demonstrated that digital marketing through social media exerts a substantial influence on purchasing decisions, as evidenced by the attainment of an R^2 value of 0.47, which closely aligns with the findings of this study. Lim et al. (2020) also support these findings, demonstrating that endorsements significantly influence purchasing decisions, with an R^2 value of approximately 0.43. Furthermore, Harrigan et al. (2017) substantiated that a combination of SMM strategies and endorsements can substantially augment purchasing decisions. However, this study's findings diverge slightly from those of Erkan & Evans (2016), who observed that the influence of SMM on purchase decisions is comparatively diminished ($R^2 = 0.32$), owing to the impact of negative reviews, which can impede consumer purchase intentions. Consequently, the results of this research not only confirm previous studies but also demonstrate that additional external factors continue to exert influence on customer purchase decisions at Daarul Jannah Cottage.

CONCLUSION

The findings of this research validate that digital marketing approaches via social media, along with the involvement of influencers, contribute significantly to influencing customer purchasing decisions at Cottage Daarul Jannah. These findings indicate that the effectiveness of digital promotion and endorsement can increase consumer trust and interest

in choosing the services offered. Social media marketing proved to have a stronger impact than endorsements, suggesting that direct interaction with customers through digital platforms is more effective in shaping purchasing decisions. However, endorsements continue to serve a significant function in strengthening brand credibility and building customer trust in the product or service provided. The regression analysis results prove that these two variables simultaneously explain 45.1% of the variation in purchase decisions, while the remaining 54.9% comes from other influential factors other than in this study. These findings confirm that digital marketing strategies, both through social media and influencer endorsements, are strategic elements in improving business competitiveness in the current era of digitalization.

As a strategic step, Cottage Daarul Jannah needs to optimize digital marketing strategies by improving the quality of social media content that is more interactive and informative, so as to increase customer engagement more effectively. In addition, selecting endorsers that are relevant to the target market is very important so that the promotions carried out have a maximum impact on purchasing decisions. Future research should examine other factors that potentially influence purchasing decisions, such as the degree of brand loyalty, customer contentment, and the impact of e-WOM “*electronic word of mouth*” in digital marketing strategies. Therefore, further studies can contribute to adding more comprehensive insights regarding consumer behavior patterns in the Islamic hospitality industry.

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