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TURNING INTERACTION INTO PURCHASE INTENTION: EXPLORING CONSUMER ENGAGEMENT IN GRIYA CIAWI'S SOCIAL MEDIA INNOVATION

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ABSTRACT
This study examines the role of social media innovation in purchase intention and explores digital consumer engagement as an additional variable in a local retail context. It applies secondary analysis to a purposively selected survey of 100 Griya Ciawi consumers. The main instruments contain eight social media innovation items and eight purchase intention items, while engagement is explored through two interactivity items. The results show excellent scores for social media innovation (3,503), purchase intention (3,517), and the engagement proxy (876 of 1,000). Regression yields a coefficient of 0.951, a correlation of 0.966, an R-squared of 93.4%, and t = 37.115 with p < 0.001. Accessible, responsive, and relevant content is strongly associated with purchase motivation. However, engagement mediation cannot be claimed because the construct was not measured independently. Future studies should test the mediation model using a validated engagement scale.
Keywords: social media innovation; consumer engagement; purchase intention; digital marketing; local retail

INTRODUCTION

Digital transformation has changed the consumer journey from a process that predominantly took place inside stores into a hybrid journey that begins long before a physical visit. Consumers view promotions, compare products, assess information credibility, and interact with brands through social media. Under these conditions, social media is no longer merely an information-broadcasting channel but an interactive space that enables companies to develop content, respond to questions, personalize messages, and connect promotions with purchasing actions. Appel et al. (2020) explain that the evolution of social media marketing is characterized by stronger user-generated content, interaction, unstructured data, and increasingly rich consumer experiences. Dwivedi et al. (2021) further emphasize that technology, content, artificial intelligence, augmented reality, and electronic word of mouth broaden the ways companies influence consumer behavior.

Griya Ciawi is a modern retailer serving consumers in Tasikmalaya Regency and competing with other modern retailers, traditional stores, and e-commerce platforms. To remain relevant, Griya Ciawi uses Instagram, TikTok, and WhatsApp for promotion and communication. These platforms communicate product information, catalogs, discounts, and promotional programs. The data show that WhatsApp is the platform most frequently used by respondents (61%), followed by TikTok (24%) and Instagram (15%). This pattern indicates that local retail marketing communication cannot rely solely on visual content; it also requires messages that are fast, easy to forward, and capable of encouraging direct conversation.

Several studies provided the initial data for examining the relationship between social media innovation and purchase intention. The model produced a very strong relationship but did not explicitly explain the psychological and behavioral mechanisms connecting the two variables. Creative content does not necessarily generate purchase intention when consumers do not pay attention, feel connected, or interact with the brand. Customer engagement literature views engagement as consumers' cognitive, affective, and behavioral investment in brand interactions (Hollebeek, Glynn, & Brodie, 2014; Dessart, 2017). Digital consumer engagement is therefore worth adding as an explanatory variable to clarify how social media innovation may develop into purchase motivation.

This article has two objectives. First, it re-examines the strength of the relationship between social media innovation and purchase intention using the statistical results of the original study. Second, it extends the model by adding digital consumer engagement as an exploratory variable. This addition is not intended to claim statistical mediation because the original instrument did not measure engagement as an independent construct. Instead, the article uses two interactivity items as a descriptive proxy to demonstrate a potential engagement mechanism. This approach differentiates the article from the undergraduate thesis while preserving data integrity and avoiding the creation of unavailable statistical results.

LITERATURE REVIEW

Social Media Innovation

Social media innovation refers to a company's ability to develop new or more effective ways of creating, delivering, and managing marketing communication through digital platforms. It may take the form of creative visual design, rapid information updates, the use of new features, live content, two-way communication, personalization, or data integration to understand consumer responses. Li, Larimo, and Leonidou (2021) describe social media marketing strategy as an integrated pattern of activities that transforms connections and interactions into marketing resources. Tafesse and Wien (2018) add that strategic social media implementation requires an active presence, engagement initiatives, a clear strategy, and the use of analytics.

In local retail, social media innovation does not always require expensive technology. Timely promotional updates, schedule consistency, simple information, administrators' ability to answer questions, and the use of features aligned with consumer habits can all create value. The value of innovation lies in its ability to reduce information-search costs, improve convenience, and shorten the distance between promotional exposure and store visits or purchases. Accordingly, the social media innovation indicators in this study include content attractiveness, visual creativity, information novelty, speed of promotional updates, ease of interaction, response quality, information clarity, and ease of finding products or promotions.

Digital Consumer Engagement

Digital consumer engagement is the intensity of consumers' attention, feelings, and actions within interactive relationships with brands through digital media. Hollebeek et al. (2014) conceptualize consumer brand engagement through three dimensions: cognitive processing, affection, and activation. Dessart (2017) likewise views social media engagement as a cognitive,

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affective, and behavioral construct. This perspective distinguishes engagement from mere exposure. Consumers may see a post without becoming engaged, whereas engaged consumers pay greater attention, perceive relevance, seek information, ask questions, save or share content, and take further action.

Harmeling et al. (2017) explain that customer engagement marketing consists of company efforts to motivate consumers' voluntary contributions beyond direct transactions. In the Griya Ciawi context, engagement can be observed when consumers find it easy to interact and perceive that questions or comments are handled well. These two indicators are insufficient to form a complete engagement scale, but they can serve as an initial proxy. Conceptually, social media innovation is expected to increase engagement because creative, timely, and responsive content gives consumers reasons to pay attention and interact. Engagement may then strengthen purchase intention by improving understanding, closeness, and confidence in the products.

Consumer Purchase Intention

Purchase intention is consumers' tendency to consider, plan, or desire a purchase after receiving a marketing stimulus. It precedes the actual purchase decision and therefore reflects psychological readiness. In this study, purchase intention is reflected in interest after viewing promotions, curiosity about trying new products, desire to purchase, motivation to shop, preference for Griya Ciawi, loyalty, plans to purchase in the near future, and the influence of social media on shopping decisions. Previous studies indicate that social media marketing can increase purchase intention, although the findings are not always consistent. Setianingsih (2022) found a positive effect of TikTok marketing on purchase intention, whereas Saifulloh (2021) found that social media promotion was not significant in a particular context. This difference highlights the importance of implementation quality and consumer engagement rather than the mere existence of a social media account.

Conceptual Framework

The proposed model positions social media innovation as a company-generated stimulus, digital consumer engagement as an internal and behavioral response mechanism, and purchase intention as the outcome. The direct path from social media innovation to purchase intention is tested using the original data. The path through consumer engagement is presented as a conceptual extension that requires further testing with an independent scale.

Figure 1. Proposed research model (the Z path is exploratory)

The direct X -> Y path is tested inferentially; the X -> Z -> Y path has not been tested as mediation.

METHODS

This study uses a quantitative approach with a cross-sectional design and secondary analysis of 2026 undergraduate thesis data. The unit of analysis comprises Griya Ciawi consumers who actively use social media and have interacted with the company's official accounts. The population is represented by 323,805 transactions recorded in 2025. A sample of 100 respondents was selected through purposive sampling. These criteria are relevant because assessing social media innovation requires direct experience in viewing or interacting with Griya Ciawi's digital channels.

Data were collected using a 1-5 Likert-scale questionnaire. Social media innovation was measured with eight items, and purchase intention was measured with eight items. All items were valid because their item-correlation coefficients exceeded the critical r value of 0.194. Reliability was 0.933 for social media innovation and 0.915 for purchase intention. The Kolmogorov-Smirnov residual normality test yielded a significance value of 0.200, indicating that the residuals met the normality assumption. The main analyses included descriptive statistics, correlation, simple linear regression, the coefficient of determination, and a t-test using SPSS 27.

To differentiate the article from the undergraduate thesis, digital consumer engagement (Z) was added through an exploratory re-specification. Z was proxied by two interactivity items: ease of interaction through social media and the quality of responses to questions or comments. The two item scores were summed and divided by the number of observations and items to obtain a proxy mean. This approach was used only for descriptive analysis. No mediation test was conducted because an independent engagement scale and respondent-level raw data were unavailable for testing the X-Z-Y path. Therefore, the inferential results remain limited to the relationship between X and Y.

RESULTS

Respondent Profile

Most respondents were women (78%), while men accounted for 22%. The largest age group was 26-35 years (57%), followed by 36-45 years (35%) and 18-25 years (8%). WhatsApp was the platform most frequently used to interact with Griya Ciawi's accounts (61%), followed by TikTok (24%) and Instagram (15%). This composition indicates that Griya Ciawi's social media strategy should combine fast, personal communication through WhatsApp with visual and video content on TikTok and Instagram.

Table 1. Respondent characteristics

Characteristic	Category	n	%
Gender	Male	22	22
Gender	Female	78	78
Age	18-25 years	8	8
Age	26-35 years	57	57
Age	36-45 years	35	35
Primary platform	Instagram	15	15
Primary platform	TikTok	24	24
Primary platform	WhatsApp	61	61

Instrument Quality

The item-validity coefficients ranged from 0.699 to 0.847 for social media innovation and from 0.667 to 0.800 for purchase intention. All values exceeded the threshold of 0.194. Cronbach's Alpha values were also above 0.90, indicating very high internal consistency for both instruments. This high reliability supports the use of composite scores in regression analysis, although the similarity in content between several social media stimulus and purchase-response items should be considered when interpreting the coefficient of determination.

Table 2. Summary of validity and reliability

Variable	Number of items	Calculated r range	Cronbach's Alpha	Decision
Social media innovation (X)	8	0.699-0.847	0.933	Valid and reliable
Consumer purchase intention (Y)	8	0.667-0.800	0.915	Valid and reliable

Descriptive Statistics and Engagement Proxy

Social media innovation obtained a total score of 3,503 out of 4,000, with a mean of 4.379. The highest-scoring item was ease of finding products or promotions (444), whereas the lowest was the speed of promotional updates (434). Purchase intention obtained a score of 3,517, with a mean of 4.396. The highest-scoring item was shopping motivation (446), whereas the lowest was curiosity about trying new products (430). These findings indicate that Griya Ciawi's social media is highly effective in supporting product searches and encouraging shopping, but it should be strengthened to create greater novelty and curiosity regarding new products.

The digital consumer engagement proxy obtained a score of 876 out of 1,000, with a mean of 4.380. The score was derived from ease of interaction (440) and response quality for questions or comments (436). The high value indicates that respondents perceived Griya Ciawi's digital channels as highly interactive. However, because the proxy contains only two items and both belong to the social media innovation construct, this result cannot be treated as evidence of construct validity or mediation.

Table 3. Descriptive statistics of the variables

Variable	Obtained score	Maximum score	Mean per item	Category
Social media innovation (X)	3,503	4,000	4.379	Excellent
Digital consumer engagement (Z)*	876	1,000	4.380	Excellent
Consumer purchase intention (Y)	3,517	4,000	4.396	Excellent

**Exploratory proxy based on two interactivity items; not an independent scale.*

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The Effect of Social Media Innovation on Purchase Intention

Simple linear regression produced the equation Y = 1.217 + 0.951X. The positive coefficient indicates that a one-unit increase in the social media innovation score is associated with a 0.951-unit increase in purchase intention. The correlation coefficient of 0.966 indicates a very strong relationship. The coefficient of determination of 0.934 means that 93.4% of the variation in purchase intention within the sample is explained by social media innovation, while the remaining 6.6% is associated with factors outside the model. The t-test yielded 37.115 with $p < 0.001$, indicating that the direct X-to-Y relationship is statistically significant.

Table 4. Simple linear regression results

Component	Value
Constant (B)	1.217
Social media innovation coefficient (B)	0.951
Standard error; t; p	0.026; 37.115; < 0.001
R; R Square; Adjusted R Square	0.966; 0.934; 0.933
Std. error of estimate	2.177

DISCUSSION

The main finding shows that social media innovation is very strongly associated with Griya Ciawi consumers' purchase intention. This result is consistent with the view that active, relevant, and interaction-oriented social media strategies can transform digital connections into marketing outcomes (Tafesse & Wien, 2018; Li et al., 2021). In local retail, consumers value concrete benefits: product information is easy to find, promotions are easy to understand, and communication takes place through platforms they use daily. The high score for ease of finding products or promotions indicates that the utilitarian function of social media provides an important foundation before content is directed toward more emotional experiences.

The addition of digital consumer engagement helps explain why social media innovation may encourage purchase intention. When consumers can interact easily and receive responses, they do not merely receive messages passively. They participate in communication, clarify information, and reduce uncertainty. This is consistent with Hollebeek et al. (2014), who position activation and cognitive processing as components of engagement, and Dessart (2017), who emphasizes the relationship between engagement and relational outcomes. The proxy mean of 4.380 indicates that Griya Ciawi's interactive dimension was rated excellent and may theoretically bridge content innovation and purchase intention.

Nevertheless, the R Square value of 93.4% should be interpreted cautiously. This very high value may reflect a genuinely strong relationship, but it may also be influenced by common method variance because X and Y were measured from the same respondents, at the same time, with the same scale and context. Several Y items explicitly mention social media, creating semantic proximity to the X items. Thus, the model explains perceptions of purchase intention directly associated with social media rather than consumers' overall purchase decisions. Accordingly, this article avoids excessive causal language and uses terms such as associated with or plays a role rather than claiming definitive cause and effect.

From a practical perspective, Griya Ciawi should develop an engagement-based strategy rather than merely increasing posting frequency. First, the company should establish a promotional calendar and response-time standards to address weaknesses in update speed. Second, new-product content should explain benefits, usage, comparisons, and product relevance to stimulate curiosity. Third, WhatsApp can be used for personalized messages, catalogs, and question-and-answer services, while TikTok and Instagram should focus on short videos, product demonstrations, live sessions, and shareable content. Fourth, the company should measure engagement more comprehensively using metrics such as meaningful comments, incoming messages, content saves, catalog clicks, live-session responses, and store-visit conversions.

Theoretically, this article extends the initial model by showing that engagement is appropriately positioned as a mechanism variable. However, proper testing requires an independent instrument covering cognitive, affective, and behavioral dimensions. Future research may use the scales developed by Hollebeek et al. (2014) or Dessart (2017) and test indirect effects through bootstrapping. The model may also be compared with alternatives such as brand trust, perceived usefulness, or electronic word of mouth. This development is important so that research does not merely conclude that social media has an effect, but also explains the process through which the effect occurs.

CONCLUSION

Griya Ciawi's social media innovation was rated excellent and had a very strong positive relationship with consumer purchase intention. The regression coefficient of 0.951, correlation of 0.966, coefficient of determination of 93.4%, and t value of 37.115 with $p < 0.001$ support the significance of the direct relationship. Adding digital consumer engagement provides a new perspective: consumers' ability to interact and receive responses may be a mechanism that converts content exposure into purchase motivation. The engagement proxy obtained a mean of 4.380, but it cannot yet be used to infer mediation. Managerially, Griya Ciawi should prioritize timely promotional updates, administrator responsiveness, curiosity-inducing new-product content, and the integration of WhatsApp, TikTok, and Instagram according to their respective functions.

LIMITATIONS

This study has several limitations. First, the cross-sectional design and non-probability sampling restrict causal inference and generalizability. Second, the population was represented by the number of transactions, although one consumer may conduct more than one transaction. Third, all variables were measured through self-reports at the same time, creating the potential for common method bias. Fourth, digital consumer engagement was proxied by only two items drawn from the social media innovation construct; therefore, the additional variable lacks discriminant validity and was not tested as a mediator. Fifth, the study did not use actual behavioral data such as clicks, comments, promotional redemptions, store visits, or transaction values. Future studies should collect new data using a validated engagement scale, a temporal design, and behavioral indicators to test the X-Z-Y mechanism more rigorously.

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