

THE EFFECT OF DIGITAL MARKETING ON CONSUMER PURCHASE INTENTION FOR ORNAMENTAL PLANTS IN ONLINE MARKETS: EVIDENCE FROM BATU CITY, INDONESIA

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Abstract

This study aims to analyze the effect of digital marketing on consumers' purchase intention for ornamental plants in online markets in Batu City. The research employed a quantitative approach using a survey method involving 50 respondents selected through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics software. The results indicate that digital marketing has a positive and significant simultaneous effect on consumers' purchase intention. Partially, the variables of Social Media Marketing, Online Advertising, Electronic Word of Mouth (e-WOM), and Marketplace Marketing have a positive and significant effect on consumers' purchase intention, whereas Content Marketing does not have a significant effect. Among the independent variables, Marketplace Marketing exerts the strongest influence on consumers' purchase intention. The coefficient of determination (Adjusted R^2) of 0.642 indicates that 64.2% of the variation in consumers' purchase intention can be explained by the digital marketing variables included in the model, while the remaining 35.8% is explained by other factors outside the scope of this study. The findings are expected to provide valuable insights for ornamental plant business owners in developing more effective digital marketing strategies to enhance consumers' purchase intention and improve business competitiveness in online markets.

Keywords: Digital Marketing, Purchase Intention, Ornamental Plants, Online Market, Multiple Linear Regression.

1. Introduction

The development of information and communication technology has changed marketing patterns from conventional systems to digital marketing. Digital marketing makes it easier for business actors to promote products, reach a wider range of consumers, and build direct interaction through various digital platforms such as marketplaces, social media, and e-commerce. Changes in consumer behavior that are increasingly accustomed to shopping online make digital marketing an important strategy in increasing business competitiveness, including in the crop agribusiness sector (Candrawati, H., Sapari, D., Seto, T. A., Wahyudi, E. 2020).

The ornamental plant business is one of the horticultural subsectors that has a fairly high economic prospect in Indonesia. Batu City is known as one of the centers of



ornamental plant production in East Java with various types of plants that are marketed to various regions. Along with the development of electronic commerce, ornamental plant business actors no longer only rely on direct sales, but also utilize online markets as a marketing medium to expand market reach and increase sales volume (Imam, Mamilianti, and Komarudin 2024).

The application of digital marketing in ornamental plant businesses not only serves as a promotional medium, but also as a means of building consumer trust through the presentation of complete product information, attractive product photos, customer reviews, and responsive communication. Research on public interest in buying ornamental plants online shows that digital marketing is able to increase consumer interest, although service quality and shopping experience remain important factors in shaping purchase decisions (Rusmiyati, H., Afifah, U. A. N., Manalu, D.S.T., Marithasari, H., Kartiman 2024).

Buying interest is one of the important indicators that describes the tendency of consumers to make purchases of a product. In the context of buying ornamental plants through e-commerce, buying interest is influenced by various factors such as the perception of the ease of use of the platform, the perception of benefits, the level of trust, and the perception of risk. The results show that the perception of benefits and ease of use of digital platforms have a positive influence on the buying interest of ornamental plant consumers, while trust and risk perception also contribute to shaping consumer decisions when transacting online (Sarastila, Pertiwi, and Kustanti 2021).

Various previous studies have also shown that the purchasing behavior of ornamental plants is influenced by marketing factors and consumer characteristics. Factors such as price, lifestyle, trends, product quality, and marketing strategies have an influence on the purchase decision of ornamental plants. However, most of the research still focuses on general purchasing decisions or consumer behavior during the pandemic, so the study is not yet complete.

2. Literature Review

a. Digital Marketing as a Modern Marketing Strategy

Digital marketing is a marketing strategy that utilizes digital technologies and the internet to reach consumers more effectively through social media, marketplaces, websites, and various other digital platforms. Compared to conventional marketing, digital marketing enables businesses to establish two-way communication, expand market reach, and obtain consumer feedback more efficiently. In the agribusiness sector, digital transformation has become a crucial factor in enhancing business competitiveness, particularly for micro and small enterprises with limited market access. Rusmiyati et al. (2024) reported that digital marketing increases public interest in purchasing ornamental plants online by facilitating access to product information and expanding market reach. These findings are consistent with Raman (2019), who found that online shopping characteristics, ease of information access, and digital service quality positively influence consumer purchasing behavior.



b. The Concept of Consumer Purchase Intention

Purchase intention refers to consumers' psychological tendency to purchase a product after evaluating the information they receive. Purchase intention is influenced by both internal and external factors, including perceived usefulness, trust, information quality, and promotional activities carried out by businesses. In online transactions, consumers generally consider transaction security, seller reputation, and platform usability before making a purchase decision. Sarastila, Pertiwi, and Kustanti (2021) found that perceived usefulness and the ease of using e-commerce platforms significantly influence consumers' intention to purchase ornamental plants online. These findings are consistent with Raman (2020), who identified trust, convenience, and digital service quality as the primary determinants of purchase intention in e-commerce.

c. Digital Marketing and Consumer Behavior

The rapid advancement of information technology has transformed consumer behavior from traditional in-store purchasing to digital-based shopping. Consumers increasingly search for product information through social media, online marketplaces, and customer reviews before making purchasing decisions. Therefore, effective digital marketing strategies should provide complete, attractive, and reliable product information. A study conducted by IPB University on ornamental plant purchasing behavior found that information quality and perceived risk significantly influence consumers' intention to adopt online shopping technology. Similarly, Gao and Bai (2014) demonstrated that perceived ease of use and perceived usefulness of digital technology enhance consumer acceptance of digital platforms and encourage purchase intention.

d. Digital Marketing of Ornamental Plant Products

Ornamental plants are horticultural commodities with strong visual characteristics, making them highly suitable for digital marketing. High-quality product photographs, promotional videos, customer reviews, and social media campaigns can effectively attract consumers' attention. Larasati, Sumarwan, and Nurhayati (2024) found that motivation, lifestyle, marketing mix, and consumer perception significantly influence ornamental plant purchasing decisions. Their study emphasized that digital marketing strategies should be supported by high-quality product information and effective communication. These findings are supported by international studies indicating that digital interaction and positive online customer experiences significantly improve purchase intention and customer loyalty.

e. Social Media and Marketplaces in Enhancing Purchase Intention

Social media and online marketplaces have become the primary marketing channels for ornamental plant businesses. Platforms such as Instagram, Facebook, TikTok Shop, and various online marketplaces enable sellers to reach consumers without geographical limitations. Engaging visual content, interactive promotions, and positive customer reviews enhance consumer trust and encourage purchasing behavior. Rusmiyati et al. (2024) reported that consumers are more interested in purchasing ornamental plants online when product information is presented clearly and attractively.



Likewise, Fard and Marvi (2020) found that digital marketing and viral marketing positively influence consumers' purchase intention through digital platforms.

f. Previous Studies

Previous studies consistently demonstrate that digital marketing positively affects consumers' purchase intention and purchasing decisions. Sarastila et al. (2021) found that perceived usefulness, ease of use, and perceived risk significantly influence consumers' intention to purchase ornamental plants through e-commerce platforms. Meanwhile, Larasati et al. (2024) reported that motivation, lifestyle, and the marketing mix significantly affect ornamental plant purchasing decisions. At the international level, numerous e-commerce studies have shown that information quality, consumer trust, and customer experience are essential determinants of purchase intention in digital environments. These findings reinforce the argument that digital marketing is an effective strategy for increasing consumers' purchase intention.

3. Research Method

This study employed a quantitative research approach using a survey method. The quantitative approach was selected because it aims to empirically examine the effect of digital marketing variables on consumers' purchase intention for ornamental plants in online markets in Batu City through statistical analysis. The survey was conducted by distributing structured questionnaires to respondents who met the predetermined research criteria. This approach has been widely applied in studies on digital marketing and purchase intention because it enables researchers to objectively measure the relationships among variables.

a. Research Location and Period

The study was conducted in Batu City, East Java, Indonesia, one of the country's major centers for ornamental plant production and marketing. Data were collected from consumers who had purchased ornamental plants through various online marketplace platforms, including Shopee, Tokopedia, Facebook Marketplace, Instagram, and TikTok Shop. The research was carried out over a period of three months, covering the stages of instrument development, data collection, data analysis, and report preparation.

b. Population and Sample

The population of this study consisted of all consumers who had purchased ornamental plants through online markets in Batu City. Since the population size was unknown (infinite population), a purposive sampling technique was employed. The respondents were selected based on the following criteria:

1. At least 17 years of age.
2. Had purchased ornamental plants online at least once during the previous six months.



3. Resided in Batu City or had conducted transactions with ornamental plant sellers located in Batu City.
4. Were willing to participate by completing the research questionnaire.

A total of 50 respondents were included in the study. This sample size was considered adequate for multiple linear regression analysis to obtain statistically reliable results.

c. Types and Sources of Data

This study utilized both primary and secondary data. Primary data were collected directly from respondents through a structured questionnaire developed based on the research variables. Responses were measured using a five-point Likert scale, consisting of Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The Likert scale was employed to measure respondents' levels of agreement with statements related to digital marketing and consumer purchase intention.

Secondary data were obtained from various relevant sources, including SINTA-accredited national journals, reputable international journals, academic books, reports published by the Central Bureau of Statistics (BPS), reports from the Ministry of Agriculture of the Republic of Indonesia, and other scientific publications related to digital marketing, consumer purchase intention, and ornamental plant marketing. These secondary sources were used to provide theoretical foundations, support the analysis, and compare the findings of the study with previous research.

d. Data Analysis Method

The data were analyzed using IBM SPSS Statistics version 26. Multiple linear regression analysis was employed to examine the effect of digital marketing on consumers' purchase intention for ornamental plants in online markets. This analytical method is widely used in digital marketing and purchase intention research because it enables the simultaneous examination of the effects of multiple independent variables on a single dependent variable.

The regression model used in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where:

Y = Consumer Purchase Intention

α = Constant

β_1 - β_5 = Regression coefficients

X_1 = Social Media Marketing

X_2 = Content Marketing



X_3 = Online Advertising

X_4 = Electronic Word of Mouth (e-WOM)

X_5 = Marketplace Marketing

ε = Error term

Hypothesis testing was conducted using the t-test (partial test), F-test (simultaneous test), and the coefficient of determination (R^2). The t-test was used to determine the individual effect of each digital marketing variable on consumer purchase intention. A variable was considered to have a significant effect if its significance value (Sig.) was less than 0.05. Conversely, a significance value greater than 0.05 indicated that the variable did not significantly influence consumer purchase intention.

The F-test was employed to determine whether all independent variables simultaneously affected consumer purchase intention. The regression model was considered statistically significant when the F-test significance value was less than 0.05. Furthermore, the coefficient of determination (R^2) was used to measure the explanatory power of the digital marketing variables in explaining variations in consumer purchase intention. An R^2 value closer to one indicates that the independent variables explain a greater proportion of the variation in the dependent variable, whereas the remaining variation is attributable to factors outside the research model. This analytical approach was selected because it is consistent with the objectives of the study and has been widely adopted in previous quantitative studies examining the relationship between digital marketing and purchase intention using questionnaire-based surveys and multiple linear regression analysis.

4. Result

Respondent Characteristics

Respondent characteristics provide preliminary information describing the profile of the participants involved in this study. These characteristics include the respondents' gender and age, specifically those who had previously purchased ornamental plants through online marketplaces in Batu City. Presenting respondent characteristics aims to illustrate the composition of the research sample and identify the dominant respondent groups. The distribution of respondents by gender is presented in Table 1.

Table 1. Respondent Characteristics by Gender

Gender	Number of Respondents	Percentage (%)
Male	19	38
Female	31	62
Total	50	100



As shown in Table 1, of the 50 respondents, 31 respondents (62%) were female, while 19 respondents (38%) were male. These findings indicate that consumers purchasing ornamental plants through online markets in Batu City are predominantly female. This suggests that women tend to have a greater interest in ornamental plants, whether as a hobby, home decoration, or part of their lifestyle. The predominance of female respondents also implies that digital marketing strategies adopted by ornamental plant businesses should be tailored to the characteristics of female consumers, for example by providing visually appealing content, comprehensive product information, and promotional activities through social media platforms that are widely used by women.

In addition to gender, respondents' age is another important characteristic because it may influence consumers' online purchasing behavior. The distribution of respondents by age group is presented in Table 2.

Table 2. Respondent Characteristics by Age

Age Group	Number of Respondents	Percentage (%)
17-25 years	12	24
26-35 years	18	36
36-45 years	14	28
>45 years	6	12
Total	50	100

As presented in Table 2, respondents aged 26-35 years constituted the largest group, with 18 respondents (36%), followed by those aged 36-45 years with 14 respondents (28%), 17-25 years with 12 respondents (24%), and respondents aged over 45 years with 6 respondents (12%). These findings indicate that the majority of consumers purchasing ornamental plants through online markets are within the productive age group. Individuals in this age category are generally more familiar with digital technology and online marketplaces, making them more receptive to digital marketing strategies than older consumers.

Validity Test

Before proceeding with further data analysis, the quality of the research instrument was evaluated through a validity test. The validity test aims to determine the extent to which each questionnaire item accurately measures the intended research variable. The results of the validity test are presented in Table 3.

Table 3. Validity Test Results

Variable	Number of Items	Calculated r-value	Critical r-value
Social Media Marketing	4	0,623-0,811	0,279
Content Marketing	4	0,589-0,784	0,279



Online Advertising	4	0,612–0,856	0,279
Electronic Word of Mouth	4	0,601–0,828	0,279
Marketplace Marketing	4	0,635–0,842	0,279
Consumer Purchase Intention	5	0,644–0,861	0,279

As shown in Table 3, all questionnaire items for the variables Social Media Marketing, Content Marketing, Online Advertising, Electronic Word of Mouth (e-WOM), Marketplace Marketing, and Consumer Purchase Intention have calculated r-values greater than the critical r-value (0.279). The calculated r-values range from 0.589 to 0.861, indicating that all questionnaire items are valid. These findings demonstrate that each indicator is capable of accurately measuring the intended research construct and is therefore suitable for data collection.

Reliability Test

After the instrument was confirmed to be valid, a reliability test was conducted to evaluate the consistency of the research instrument. Reliability testing aims to determine whether the instrument produces stable and consistent measurements when administered under similar conditions. The results of the reliability test are presented in Table 4.

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	Description
Social Media Marketing	0,831	Reliable
Content Marketing	0,805	Reliable
Online Advertising	0,847	Reliable
Electronic Word of Mouth	0,822	Reliable
Marketplace Marketing	0,864	Reliable
Consumer Purchase Intention	0,879	Reliable

The results presented in Table 4 indicate that all variables have Cronbach's Alpha values greater than 0.70, ranging from 0.805 to 0.879. The highest reliability coefficient was obtained for the Consumer Purchase Intention variable (0.879), while the lowest was observed for Content Marketing (0.805). These findings indicate that the research instrument has a high level of internal consistency and is capable of producing reliable and consistent measurement results.

Classical Assumption Tests

Before conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model satisfied the required statistical assumptions. The tests included normality, multicollinearity, and heteroscedasticity tests.

Table 5. Normality Test Results

Method	Sig.	Description
Kolmogorov-Smirnov	0,200	Normally distributed data

The results of the Kolmogorov-Smirnov normality test indicate a significance value of 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data are normally distributed. This finding confirms that one of the fundamental assumptions of multiple linear regression has been satisfied, indicating that the regression model is appropriate for further analysis.

Multicollinearity Test

The multicollinearity test was conducted to determine whether strong correlations existed among the independent variables in the regression model. A good regression model should be free from multicollinearity. The test results are presented in Table 6.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
X_1	0,684	1,462	No multicollinearity
X_2	0,731	1,367	No multicollinearity
X_3	0,623	1,605	No multicollinearity
X_4	0,712	1,404	No multicollinearity
X_5	0,598	1,672	No multicollinearity

As presented in Table 6, all independent variables have Tolerance values greater than 0.10, ranging from 0.598 to 0.731, while the Variance Inflation Factor (VIF) values range from 1.367 to 1.672, all of which are below the threshold value of 10. These results indicate that no strong correlations exist among the independent variables, confirming that the regression model is free from multicollinearity. Consequently, each independent variable is capable of explaining the dependent variable without causing excessive overlap with the other predictors.

Heteroscedasticity Test

The heteroscedasticity test was performed to determine whether the residual variances remained constant across observations. A good regression model should not exhibit heteroscedasticity. The results of the heteroscedasticity test are presented in Table 7.

Table 7. Heteroscedasticity Test Results

Variable	Sig.	Description
X_1	0,623	No heteroscedasticity
X_2	0,744	No heteroscedasticity
X_3	0,531	No heteroscedasticity
X_4	0,687	No heteroscedasticity
X_5	0,591	No heteroscedasticity

The heteroscedasticity test results indicate that all independent variables have significance values greater than 0.05, ranging from 0.531 to 0.744. This demonstrates that the regression model does not exhibit heteroscedasticity. Therefore, the residual variances can be considered constant (homoscedastic), indicating that the regression model satisfies the homoscedasticity assumption and is appropriate for hypothesis testing.

Multiple Linear Regression Analysis

After the regression model satisfied all classical assumptions, multiple linear regression analysis was performed. The first stage of the regression analysis involved calculating the coefficient of determination (R^2) to evaluate the extent to which the independent variables explain the variation in the dependent variable. The results of the coefficient of determination are presented in Table 8.

Table 8. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error
0,824	0,679	0,642	2,314

As shown in Table 8, the correlation coefficient (R) is 0.824, indicating a strong relationship between the digital marketing variables and consumer purchase intention. The R Square value of 0.679 indicates that the regression model explains 67.9% of the variation in consumer purchase intention. After adjusting for the number of independent variables included in the model, the Adjusted R Square value is 0.642, indicating that 64.2% of the variation in consumer purchase intention can be explained by Social Media Marketing, Content Marketing, Online Advertising, Electronic Word of Mouth (e-WOM), and Marketplace Marketing. The remaining 35.8% is explained by other factors outside the scope of this research, such as price, product quality, brand image, service quality, and consumers' psychological factors.

The F-test was conducted to determine whether all independent variables simultaneously influence the dependent variable. This test was also used to evaluate the overall goodness-of-fit of the regression model. The results of the F-test are presented in Table 9.



Table 9. F-Test Results

F-value	F - Table	Sig.	Decision
18,624	2,43	0,000	Significant model

The results presented in Table 9 indicate that the calculated F-value is 18.624 with a significance value of 0.000. Since the significance value is lower than 0.05 and the calculated F-value exceeds the critical F-table value (2.43), the hypothesis stating that all digital marketing variables simultaneously influence consumer purchase intention is accepted. These findings indicate that the implementation of digital marketing strategies collectively has a positive and significant effect on consumers' purchase intention to purchase ornamental plants through online marketplaces in Batu City.

The next stage involved conducting multiple linear regression analysis to examine the individual effects of each digital marketing variable on consumers' purchase intention for ornamental plants in online markets in Batu City. The analysis generated the regression equation and regression coefficients for each independent variable. The results are presented in Table 10.

Table 10. Multiple Linear Regression Analysis Results

Variable	Koefisien (B)	Std. Error	t-value	Sig.
Konstanta	2,315	1,102	2,101	0,041
Social Media Marketing (X_1)	0,281	0,112	2,509	0,016
Content Marketing (X_2)	0,195	0,105	1,857	0,070
Online Advertising (X_3)	0,247	0,097	2,546	0,014
Electronic Word of Mouth (X_4)	0,214	0,095	2,253	0,029
Marketplace Marketing (X_5)	0,301	0,091	3,308	0,002

Based on Table 10, the Social Media Marketing (X_1) variable has a regression coefficient of 0.281, a t-value of 2.509, and a significance value of 0.016 (< 0.05). These results indicate that Social Media Marketing has a positive and statistically significant effect on consumer purchase intention. This implies that more effective utilization of social media as a promotional and marketing communication platform leads to a higher intention among consumers to purchase ornamental plants through online markets.

The Content Marketing (X_2) variable has a regression coefficient of 0.195, a t-value of 1.857, and a significance value of 0.070 (> 0.05). These findings indicate that Content Marketing does not have a statistically significant effect on consumer purchase intention. Although the regression coefficient is positive, improvements in marketing content have not produced a significant increase in consumers' intention to purchase ornamental plants online.

The Online Advertising (X_3) variable has a regression coefficient of 0.247, a t-value of 2.546, and a significance value of 0.014 (< 0.05). These results indicate that Online Advertising has a positive and significant effect on consumer purchase intention. In other words, the more effective digital advertising is across online platforms, the greater consumers' intention to purchase ornamental plants.

The Electronic Word of Mouth (e-WOM) (X_4) variable has a regression coefficient of 0.214, a t-value of 2.253, and a significance value of 0.029 (< 0.05). These findings demonstrate that Electronic Word of Mouth has a positive and statistically significant effect on consumer purchase intention. This indicates that positive customer reviews, recommendations, and shared purchasing experiences through digital media enhance consumer trust and increase their intention to purchase ornamental plants online.

The Marketplace Marketing (X_5) variable has a regression coefficient of 0.301, a t-value of 3.308, and a significance value of 0.002 (< 0.05). These results indicate that Marketplace Marketing has a positive and statistically significant effect on consumer purchase intention. Moreover, this variable has the largest regression coefficient and the highest t-value among all independent variables, indicating that Marketplace Marketing is the most dominant factor influencing consumers' purchase intention for ornamental plants in online markets in Batu City. This finding suggests that marketplace usability, comprehensive product information, transaction security, and service quality are the primary factors encouraging consumers to make online purchases..

The regression equation is expressed as follows:

$$Y = 2.315 + 0.281X_1 + 0.195X_2 + 0.247X_3 + 0.214X_4 + 0.301X_5$$

The regression equation indicates that all regression coefficients are positive, implying that an increase in each digital marketing variable tends to be followed by an increase in consumers' purchase intention. Marketplace Marketing ($\beta = 0.301$; Sig. = 0.002) has the strongest influence on consumer purchase intention, followed by Social Media Marketing ($\beta = 0.281$; Sig. = 0.016), Online Advertising ($\beta = 0.247$; Sig. = 0.014), and Electronic Word of Mouth (e-WOM) ($\beta = 0.214$; Sig. = 0.029). These four variables have a positive and statistically significant effect, as their significance values are below the 0.05 threshold. In contrast, Content Marketing ($\beta = 0.195$; Sig. = 0.070) does not have a statistically significant effect on consumer purchase intention because its significance value exceeds 0.05. This finding suggests that the marketing content provided by ornamental plant businesses has not yet become a primary factor influencing consumers' decisions to purchase ornamental plants online.

1. Discussion

The findings reveal that the digital marketing variables, namely Social Media Marketing, Content Marketing, Online Advertising, Electronic Word of Mouth (e-WOM), and Marketplace Marketing, simultaneously have a significant effect on consumers' purchase intention for ornamental plants in online markets in Batu City. This is supported by the F-test results, which produced a significance value of 0.000 (< 0.05), indicating that the regression model is statistically appropriate for explaining the relationships among the variables. Furthermore, the Adjusted R^2 value of 0.642 indicates that 64.2% of the variation in consumer purchase intention can be explained by the digital marketing variables included in the model, while the remaining variation is attributable to factors outside the scope of this study. These findings demonstrate that digital marketing



strategies play a crucial role in shaping consumers' interest in ornamental plants marketed through social media and online marketplaces.

The partial regression results indicate that Social Media Marketing has a positive and statistically significant effect on consumer purchase intention. This finding suggests that the more actively ornamental plant businesses utilize social media platforms such as Instagram, Facebook, TikTok, and WhatsApp Business for promotional and marketing communication purposes, the greater consumers' intention to purchase ornamental plants online. Social media enables businesses to disseminate product information rapidly, present attractive product images, and facilitate direct communication between sellers and consumers. These findings are consistent with those of Saputra et al. (2024), who concluded that social media marketing has a positive effect on the purchase intention of TikTok Shop users. Similarly, Marcella and Haldy (2026) reported that social media is the most influential variable affecting consumer purchase intention on digital platforms.

The results also indicate that Content Marketing has a positive regression coefficient but does not significantly influence consumer purchase intention. This finding suggests that the product information delivered through digital content has not been sufficiently effective in encouraging consumers to make purchasing decisions. In the case of ornamental plants, consumers require not only attractive content but also comprehensive information regarding plant condition, size, maintenance techniques, and shipping security. When such information is incomplete, the effectiveness of content marketing in stimulating purchase intention becomes limited. This finding differs from that of Febrian and Pakpahan, who reported that content marketing positively influences customer purchase intention through online marketplaces. The discrepancy suggests that the effectiveness of content marketing is highly dependent on product characteristics and the quality of information presented.

Furthermore, Online Advertising was found to have a positive and statistically significant effect on consumer purchase intention. This indicates that digital advertisements displayed through social media and online marketplaces successfully attract consumers' attention to ornamental plant products. Digital advertising enables businesses to present high-quality photographs, videos, and product descriptions in an engaging manner, thereby increasing consumers' awareness and interest. These findings are supported by Priantono et al., who found that online advertising positively influences purchasing decisions by enhancing customer engagement. Therefore, well-targeted digital advertising can serve as an effective marketing strategy for ornamental plant businesses in Batu City.

The Electronic Word of Mouth (e-WOM) variable also has a positive and statistically significant effect on consumer purchase intention. This finding indicates that customer reviews, comments, testimonials, and recommendations shared through digital platforms enhance consumers' trust in ornamental plant products. Before making purchasing decisions, consumers generally consider the experiences of previous buyers as an important source of information. These findings are consistent with those of Bagas et al., who reported that e-WOM positively influences purchase intention among TikTok Shop users and strengthens the effect of digital marketing on purchase intention.



Likewise, the literature review conducted by Hukama et al. concluded that the credibility and quality of information conveyed through electronic word of mouth are key factors in increasing consumer purchase intention on social media platforms.

Among all the independent variables, Marketplace Marketing exerts the strongest influence on consumer purchase intention, as reflected by the largest regression coefficient. This finding indicates that marketplace usability, comprehensive product information, transaction security, payment method flexibility, and prompt customer service are the most important considerations for consumers when purchasing ornamental plants online. Online marketplaces function not only as transaction platforms but also as mechanisms for building consumer trust through customer ratings, product reviews, and transaction protection systems. Therefore, ornamental plant businesses in Batu City should optimize their marketplace management by providing detailed product information, regularly updating product catalogs, responding promptly to customer inquiries, and maintaining high service quality in order to enhance consumer purchase intention and strengthen long-term business competitiveness.

5. Conclusion

Based on the findings of this study, it can be concluded that digital marketing has a positive and significant simultaneous effect on consumers' purchase intention for ornamental plants in online markets in Batu City. Partially, Social Media Marketing, Online Advertising, Electronic Word of Mouth (e-WOM), and Marketplace Marketing have significant positive effects on consumer purchase intention, whereas Content Marketing does not have a significant effect. Among all the independent variables, Marketplace Marketing is the most influential factor affecting consumer purchase intention. Therefore, ornamental plant businesses in Batu City should optimize their digital marketing strategies, particularly by improving marketplace management, strengthening their social media presence, utilizing digital advertising effectively, and encouraging positive customer reviews to enhance consumers' purchase intention.

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