



## PURCHASE INTENTION AS A MEDIATOR BETWEEN SOCIAL MEDIA MARKETING AND MARKETPLACE IN PURCHASE CONVERSION, WITH PERCEIVED SCARCITY AS A MODERATOR: A STUDY IN KUPANG CITY, EAST NUSA TENGGARA

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### ABSTRACT

**Introduction:** Digital transformation has significantly altered the marketing landscape and consumer behavior, with social media and online platforms becoming the primary venues for interaction between businesses and the public. This change not only presents new opportunities but also challenges in converting consumer interest into actual purchases. This research explores how consumer engagement in the digital world contributes to purchasing decisions and how perceptions of product limitations strengthen that relationship.

**Methods:** Using a quantitative approach through an explanatory research design, data were collected from 180 respondents from the Kupang City community using closed questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method.

**Results:** The research results indicate that marketing activities on social media and digital platforms have a significant influence on purchasing decisions, both directly and indirectly through increased consumer interest. The findings also indicate that the perception of product exclusivity (scarcity) can strengthen the urge to make a purchase.

**Conclusion and suggestion:** The implications of this research emphasize the importance of digital communication strategies that focus on creating value, trust, and urgency in building purchasing decisions in a competitive digital environment, especially in the context of developing local areas like Kupang City.

### INTRODUCTION

The development of information and communication technologies has changed how consumers interact with brands and products (Kamuri et al., 2023). One of the main phenomena is the increasing use of social media as a marketing tool. According to a report by Kemp (2025), as of February 2025, over 5.24 billion people, or 62.9% of the

world's population, are active on social media platforms.

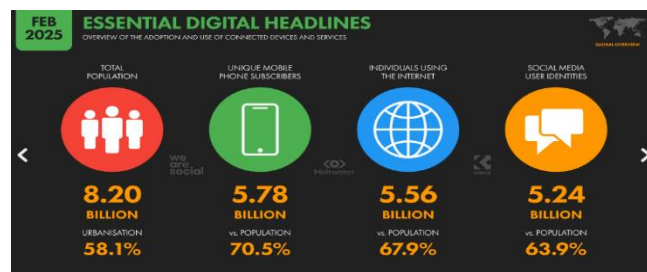


Figure 1. Adoption and Use of the Internet and Social Media Worldwide  
Source: (Kemp, 2025).

In February of 2025, the number of social media users in Indonesia reached 167 million, accounting for 60.4% of the total population. Compared to the previous year, this represents an increase of 28 million users, or 10.5% of the overall population.



Figure 2. Comparison of Internet and Social Media Adoption and Users in Indonesia 2024-2025  
Source (Kemp, 2024 & 2025).

This situation is driving businesses to leverage digital platforms for marketing, transactions, and customer service. On the other hand, consumers are increasingly accustomed to searching for products, comparing prices, and shopping online. (Asrul, 2025). With broader access and mobile devices as the primary means of engagement, the business and consumption landscape is undergoing significant changes. (Amory et al., 2025). Warungs, shops, and home-based businesses now need to adapt to digital expectations, while consumers enjoy new conveniences and flexibility to meet their daily needs more efficiently.

In this context, purchase intention serves as an important mediator between social media and marketplace marketing and purchase conversion. According to Kotler and Keller (2020) Purchase intention plays a crucial role in consumer decisions to buy. This issue is particularly relevant in Kupang City, where SMEs are starting to shift to digital marketing but still face challenges in converting consumer interest into actual purchases (Kamuri et al., 2024). Research by Faronsyah and Hidayah (2025) Indicates that despite high purchase intent, external factors such as perceived product scarcity can influence consumers' final decisions.

Perceived scarcity, which acts as a moderator, can strengthen or even weaken the influence of purchase intention on purchase conversion. In many situations, when consumers perceive a product to have a high level of scarcity, they tend to exert greater effort to purchase it, which, in turn, can increase conversion rates (Amelia & Firmansyah, 2025). Research conducted by Kim and Kramer (2022) indicates that products perceived as scarce can enhance consumers' urgency to make a purchase, thereby strengthening existing purchase intentions. However, in Kupang City, where access to certain products may be limited, this perception of scarcity can also generate uncertainty that hinders purchasing decisions.

There are shortcomings in previous studies that primarily emphasize the lack of understanding regarding the role of purchase intention as a mediator in the context of social media and marketplace marketing, as well as the

function of perceived scarcity within a local context such as Kupang City. Most existing research tends to focus predominantly on major cities, thereby overlooking the unique dynamics of local markets. Consequently, this research aims to make a novel contribution to the marketing literature by comprehensively exploring this relationship.

The uniqueness of this research lies in its approach, which integrates the concept of purchase intention as a mediating variable and scarcity perception as a moderating variable within the context of social media and marketplace marketing. By analyzing this phenomenon in Kupang City, it is hoped that this research can provide a deeper understanding of consumer behavior in the developing local market, as well as offer practical recommendations for business owners in the region to increase their purchase conversion rates.

Upon deeper examination of the development of information and communication technology, it is essential to recognize that this phenomenon is not merely a trend but rather a fundamental shift in the manner in which we interact. Social media, which was initially perceived as a means of socializing, has now evolved into a highly effective marketing tool. This transformation is evidenced by the increasing number of active users connected globally, thereby creating an ecosystem in which brands can interact directly with consumers (Kurnianti et al., 2024). For instance, local fashion brands in Kupang City can utilize Instagram to showcase their products, engage with followers, and obtain direct feedback. This process not only enhances product visibility but also fortifies the relationship between the brand and its consumers.

Despite the immense potential of social media, the challenge of converting interactions into purchases persists. Many entrepreneurs remain uncertain about how to transform interactions on social media platforms into actual sales. In this context, it is essential to comprehend the concept of purchase intent. Purchase intention is not merely a desire to buy; rather, it represents an initial step indicating that consumers have considered the product and are prepared to make a purchase (Mulyadi & Zulganef, 2025). Therefore, business actors in Kupang City must enhance their understanding of the factors that influence purchase intention. For instance, engaging and relevant content can increase purchase intent, whereas unclear information or an unappealing product display can diminish purchase intent.

Additionally, the perception of scarcity plays a significant role in influencing purchasing decisions. When consumers perceive a product as difficult to obtain, they tend to be more motivated to make a purchase (Pattinaja et al., 2023). This phenomenon has been demonstrated through various studies. For example, marketing campaigns that emphasize product scarcity, such as "only 10 items left" or "limited offer," often succeed in increasing a sense of urgency and encouraging consumers to act immediately. However, in Kupang City, where access to certain products may be limited, the perception of scarcity can also create uncertainty. Consumers may hesitate to make a purchase if they are uncertain about the future availability of the product.

By understanding the interaction between purchase intention, perceived scarcity, and transaction realization, business owners in Kupang City can design more efficient marketing strategies. For instance, they can implement marketing methods that emphasize scarcity while ensuring that product information is presented clearly and is easily accessible. This approach can help alleviate any doubts consumers may have and encourage them to make a purchase.

In this study, we also identified a lack of understanding regarding the role of purchase intention as a mediator in the context of social media and marketplace marketing. Previous research has predominantly focused on major cities without taking into account the dynamics of local markets. Therefore, it is essential to investigate how local factors can influence purchase intention and conversion rates. By conducting this research, we aim to provide deeper insights into consumer behavior in developing local markets, as well as to offer practical recommendations for businesses in the region to enhance their purchase conversion rates.

Overall, advancements in information and communication technology have opened new opportunities for business owners in Kupang City. Although challenges remain in increasing purchase conversions, by understanding purchase motivations and perceptions of scarcity, business owners can formulate more effective marketing strategies. This research is expected to make a significant contribution to marketing studies and assist business owners in Kupang City in better understanding consumer behaviour, as well as increasing their purchase conversion rates. Therefore, we hope this research can serve as an initial step to explore the unique dynamics of the local market in greater depth and provide practical recommendations that can be implemented by business owners in the region.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior is a crucial aspect of marketing. In today's digital age, understanding consumer behavior is not only important for companies, but also the key to success in a competitive market. According to Kotler and Keller, (2020), consumer behavior encompasses the decision-making processes before and after purchase, which not only include the act of buying, but also how consumers seek information, evaluate options, and decide whether or not to purchase.

Schiffman and Kanuk (2010) state that consumer behaviour is influenced by various factors, including cultural, social, personal, and psychological aspects. Cultural factors encompass the values and norms held by society, which shape consumer preferences for products. Social factors involve influences from the environment, such as friends and family, which can affect purchasing decisions. The decision to buy is not only based on personal needs but also on social interactions and group norms.

Personal factors also play a significant role, with elements such as age, gender, income, and lifestyle influencing the types of products purchased. High-income consumers tend to choose luxury goods, while low-income consumers prefer more affordable products. Psychological factors include perception, motivation, and attitudes that shape purchasing decisions. Brand perception is influenced by experience and advertising, while motivation serves as the primary driver in purchasing decisions, addressing both basic and emotional needs.

### **Social Media Marketing**

Social media marketing has transformed the way companies interact with customers and promote their products (Kamuri et al., 2023). In this digital age, platforms such as Facebook, Instagram, Twitter, and TikTok are crucial for businesses aiming to reach a wider audience. Social media marketing encompasses not only the uploading of content but also the development of robust relationships with audiences. According to Kamuri, (2020), engaging and relevant content is key to capturing audience attention. High-quality content is more appealing than ordinary content and aids in creating a narrative surrounding the product. Additionally, Chaffey (2019) emphasises the importance of integrating social media marketing strategies with the overall marketing strategy of the company, ensuring that each social media campaign supports broader business objectives. One of the advantages of social media marketing is its capacity to communicate directly with consumers.\

Tuten and Solomon (2015) state that the effectiveness of social media marketing is influenced by several key factors, namely content quality, posting frequency, target audience, and the platform used. Engaging and relevant content has a higher likelihood of being shared, thereby increasing the reach of the message. Posting frequency also plays a significant role in visibility and user engagement; consistency in content uploads is crucial for maintaining audience attention. Understanding the demographics and preferences of the target audience enables marketers to tailor their messages more accurately. Furthermore, the selection of the platform must be considered, as each social media platform possesses distinct characteristics and audiences, necessitating tailored strategies.

Additionally, Tuten and Solomon (2015) explain that indicators of social media marketing effectiveness can be measured through several aspects, such as engagement rate, reach, conversion rate, and brand awareness. The engagement rate reflects user interaction with content, including likes, comments, and shares. Reach measures the number of individuals who view the content. The conversion rate indicates the percentage of users who take action after viewing the content, such as making a purchase. Brand awareness denotes the level of brand recognition among an audience, typically assessed using analytics tools on social media platforms.

### **Marketplace**

A marketplace is a digital platform that connects sellers and buyers to facilitate transactions. As an intermediary, marketplaces simplify the shopping experience for consumers by providing a variety of products in one location (Laudon & Traver, 2016). Consequently, marketplaces have evolved into an efficient digital ecosystem for transactions. Within a marketplace, sellers can list their products, while buyers can browse a range of offers.

According to Masarroh and Andriani (2025), the effectiveness of a marketplace is influenced by several key factors, including consumer trust, ease of use, product availability, and promotional activities. Consumer trust is crucial, as positive reviews can enhance confidence in the seller. Ease of use is also significant for fostering a positive

shopping experience. A wide variety of product availability increases the likelihood of consumers finding their desired items, while promotions and discounts are effective in attracting the attention of buyers.

The effectiveness of a marketplace can be assessed through indicators such as the number of sellers, the number of products, sales volume, and customer satisfaction. The number of sellers reflects the participation and trust of business owners, while the number of products indicates the diversity of offerings. Sales volume measures the success of transactions within a specific timeframe, and customer satisfaction describes the extent to which consumers are pleased with their shopping experience, which can be analysed through sales data and surveys.

### **Purchase Intention**

Purchase intention refers to a consumer's desire to buy a specific product or service. According to Ajzen (1991), purchase intention serves as a reliable indicator for predicting future purchasing behaviour; when consumers exhibit intention, they are more likely to proceed with a purchase.

Kotler and Keller (2020) assert that several factors influence purchase intention, including product quality, price, promotion, and recommendations. Product quality is a key factor, as consumer perception of product quality significantly impacts their interest in making a purchase. The higher the perceived quality, the greater the purchase intention among consumers. Price is also crucial; a fair price that is commensurate with the benefits offered can enhance consumer willingness to buy. Promotions, such as special offers and discounts, can attract consumer attention and stimulate purchase intent. Furthermore, positive recommendations from other users can bolster consumer trust in the product.

Kotler and Keller (2020) further explain that purchase intention can be measured through indicators such as the intention to buy, purchase frequency, and willingness to pay. The intention to buy reflects how prepared consumers are to make a purchase. Purchase frequency indicates how often consumers plan to buy the product within a specified timeframe. Willingness to pay denotes the consumer's ability and readiness to pay the established price. These indicators can be assessed through surveys and market research to gain insights into consumer purchasing potential for the products offered.

### **Perceived Scarcity**

Perceived scarcity is a key concept in marketing that describes how consumers perceive the limited availability of products or services. Cialdini (2009) explains that scarcity can increase the attractiveness of a product because it is perceived as more valuable. This concept encompasses not only the physical quantity of items but also the psychological factors that influence purchasing decisions, making it an effective tool in marketing strategies.

In contemporary marketing, perceived scarcity is employed to create a sense of urgency in purchasing behaviour. Limited-time offers, such as time-sensitive discounts, can heighten this sense of urgency. Many e-commerce platforms utilise countdown timers to capture consumer attention, create pressure for immediate purchases, and increase the likelihood of impulsive buying (Herpen et al., 2016).

Cialdini (2009) states that the perception of scarcity is influenced by factors such as stock quantity, offer duration, exclusivity, and marketing communication. Limited stock increases the sense of scarcity, encouraging consumers to make purchases before the product runs out. Limited-time offers create urgency, thereby accelerating purchasing decisions. Furthermore, exclusivity adds value to a product, making it appear more desirable. Effective marketing communication regarding product limitations can influence consumer perceptions and strengthen the desire to purchase. Moreover, Cialdini posits that the perception of scarcity can be measured through indicators such as scarcity awareness, purchase urgency, and perceived value. Awareness refers to the extent to which consumers recognise product limitations, urgency reflects the immediate drive to purchase, and perceived value describes how scarcity influences product evaluation. These three indicators can be assessed through surveys and analyses of consumer behaviour to understand the impact of scarcity perception on purchasing decisions.

### **Purchase Conversion**

According to Chaffey (2019), purchase conversion is a crucial indicator of digital marketing success, encompassing elements that influence consumer decisions. It represents the final stage of the consumer journey, transitioning from awareness to purchase.

Chaffey also noted that purchase conversion is influenced by various factors, including user experience, trust, security, special offers, and retargeting strategies. A positive user experience and secure transaction processes enhance

trust, while appropriate offers and effective retargeting strategies encourage purchases. The effectiveness of purchase conversion can be measured through metrics such as conversion rates, average order value, and conversion time, all of which can be analysed using analytical tools.

### Conceptual Framework

This study aims to test a structural model involving social media marketing and marketplaces as independent variables that influence purchase intention and purchase conversion. Additionally, it seeks to analyse the role of purchase intention as a mediator between these two variables. Furthermore, this research examines perceived scarcity as a moderating variable that may either strengthen or weaken the relationship between purchase intention and purchase conversion. The objective is to gain a deeper understanding of the dynamics of digital marketing and consumer behaviour in Kupang City.

Overall, this research is expected to contribute both theoretically and practically by offering new insights into the relationships between social media marketing, marketplaces, purchase intention, perceived scarcity, and purchase conversion. These insights can serve as a guide for business owners in designing more effective marketing strategies.

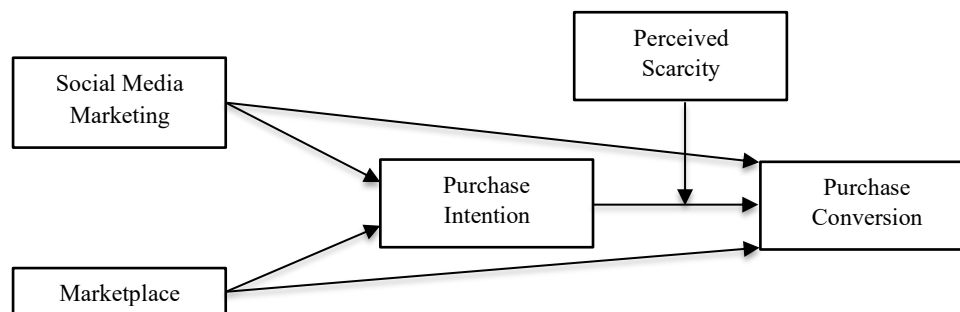


Figure 3. Conceptual Framework  
Source: Kamuri & Mumu, 2025

### RESEARCH METHODS

This research uses an explanatory research type with a quantitative approach. Explanatory research aims to explain the causal relationship between independent variables (social media marketing and marketplace) and the dependent variable (purchase conversion), with purchase intention as the intervening variable and perceived scarcity as the moderating variable (Sugiyono, 2022).

The sampling technique employed in this study is purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives. These criteria include residents of Kupang City aged 17 years and above who possess marketplace and social media accounts. The determination of the sample size adheres to the guidelines set forth by Hair et al. (2014), as this study involves complex multivariate analysis, specifically employing Structural Equation Modeling (SEM) to examine mediation (purchase intention) and moderation (perceived scarcity) relationships. The sample size was calculated by multiplying the total number of research indicators by a factor of either 5 or 10, referred to as the subject-to-indicator ratio. Consequently, the required sample size was computed as follows: 36 (total indicators) multiplied by 5 (subject ratio), with a 5% margin of error, resulting in a necessary sample size of 180.

Data collection in this study was conducted using a questionnaire technique. A questionnaire is a data collection method that involves providing a set of written questions or statements to respondents for their responses (Sugiyono, 2022). This research employs SmartPLS 4.0, utilising the Partial Least Squares (PLS) method to facilitate the analysis of statistical data. The analytical process comprises three stages: the measurement model (outer model), the structural model (inner model), and hypothesis testing. The outer model assesses the validity and reliability of the instrument through tests of convergent validity, discriminant validity, composite reliability, average variance extracted (AVE), and Cronbach's alpha. The inner model elucidates the relationships between latent variables and is evaluated using  $R^2$ ,  $Q^2$  values, and model fit tests, including Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF). Hypothesis testing is conducted using Structural Equation Modelling (SEM) analysis with SmartPLS 4.0, where hypotheses are accepted if the t-statistic exceeds 1.96 and the p-value is less than or equal to 0.05, indicating a significant relationship between the variables under study.

## RESULT AND ANALYSIS

### Result: Outer Model

The outer model aims to assess the effectiveness of indicators in measuring the latent constructs they represent (Hair et al., 2021). This measurement can be conducted through various methods:

**Loading Faktor.** Generally, a good loading factor value is  $\geq 0.70$  because it indicates that more than 50% of the indicator variance can be explained by the latent construct.

Table 1. Loading Factor

	Social Media Marketing-X1	Marketplace -X2	Purchase Intention-M	Perceived Scarcity-Z	Purchase Conversion-Y
X1.1	0.883				
X1.2	0.893				
X1.3	0.763				
X1.4	0.794				
X1.5	0.817				
X1.6	0.738				
X1.7	0.824				
X1.8	0.846				
X2.1		0.716			
X2.2		0.753			
X2.3		0.834			
X2.4		0.852			
X2.5		0.830			
X2.6		0.853			
X2.7		0.748			
M.1			0.823		
M.2			0.855		
M.3			0.862		
M.4			0.808		
M.5			0.867		
M.6			0.862		
M.7			0.837		
M.8			0.834		
Z.1				0.781	
Z.2				0.779	
Z.3				0.801	
Z.4				0.810	
Z.5				0.736	
Z.6				0.832	
Z.7				0.858	
Y.1					0.713
Y.2					0.775
Y.3					0.848

	Social Media Marketing-X1	Marketplace -X2	Purchase Intention-M	Perceived Scarcity-Z	Purchase Conversion-Y
Y.4					0.868
Y.5					0.820
Y.6					0.845

Source: Primary Data Processed, 2025

Based on Table 1, it can be observed that all research indicators meet the established criteria. Out of 36 indicators measuring five latent constructs—Social Media Marketing, Marketplace, Purchase Intention, Perceived Scarcity, and Purchase Conversion—all exhibited loading values of  $\geq 0.70$ . This indicates that each latent construct is capable of explaining more than 50% of the variance in its respective indicators. Consequently, all questionnaire items serve as a valid representation of the latent constructs, thereby affirming that the proposed Outer Model possesses robust measurement quality.

**Average Variance Extracted (AVE).** This metric is used to measure the extent to which the variation in the indicators is explained by the latent construct. AVE indicates the proportion of the variance in the indicators that can be accounted for by the construct, in comparison to the variance attributable to measurement error. A high AVE value reflects the construct's strong ability to explain the indicators, with a value of  $\geq 0.50$  indicating that the construct can account for at least 50% of the variance in the indicators. Conversely, an AVE value of  $< 0.50$  suggests that the indicator is less representative in capturing the latent construct.

Table 2. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho <sub>a</sub> )	Composite reliability (rho <sub>c</sub> )	Average variance extracted (AVE)
X1	0.859	0.906	0.895	0.538
X2	0.905	0.910	0.925	0.640
M	0.945	0.966	0.952	0.712
Z	0.836	0.905	0.883	0.554
Y	0.896	0.900	0.921	0.661

Source: Primary Data Processed, 2025

The results presented in Table 2 indicate that all constructs meet the criteria for convergent validity, with an Average Variance Extracted (AVE) value of  $\geq 0.50$ . This finding confirms that more than 50% of the variance in the indicators is explained by the latent construct; consequently, all constructs are demonstrated to possess good convergent validity.

**The Fornell-Larcker Criterion,** is a method for measuring discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with the inter-construct correlations. Validity is deemed to be achieved if the square root of the AVE exceeds the value of the inter-construct correlation.

Table 3. Fornell-Larcker Criterion

	Social Media Marketing -X1	Marketplace - X2	Purchase Intention - M	Perceived Scarcity- Z	Purchase Conversion -Y
X1	0.875				
X2	0.650	0.863			
M	0.427	0.510	0.743		
Z	0.352	0.441	0.380	0.710	
Y	0.482	0.522	0.462	0.421	0.783

Source: Primary Data Processed, 2025

Based on the discriminant validity test utilizing the Fornell-Larcker Criterion, all constructs in the research model demonstrated a higher square root of the Average Variance Extracted (AVE) value compared to other inter-construct correlations. This finding indicates that latent variables, such as social media marketing, marketplace, purchase intention, perceived scarcity, and purchase conversion, can be distinctly identified from other constructs



without overlap. Consequently, the measurement model fulfills the criteria for discriminant validity, signifying that each construct possesses uniqueness and consistency in measuring the researched concept.

**Heterotrait-Monotrait Ratio (HTMT).** Discriminant validity was also measured using HTMT to evaluate the correlation ratios between different constructs. The criteria used are  $HTMT < 0.90$  for conceptually distinct constructs and  $HTMT < 0.85$  for similar constructs.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Social Media Marketing -X1	Marketplace - X2	Purchase Intention - M	Perceived Scarcity- Z	Purchase Conversion -Y
X1					
X2	0.583				
M	0.191	0.582			
Z	0.181	0.557	0.159		
Y	0.508	0.882	0.495	0.510	

Source: Primary Data Processed, 2025

Based on the Heterotrait-Monotrait (HTMT) test, all constructs in the model—namely, Social Media Marketing, Marketplace, Purchase Intention, Perceived Scarcity, and Purchase Conversion—demonstrate discriminant validity, as all HTMT values are less than 0.90. This indicates that each construct can empirically represent a distinct concept, although the relationship between Marketplace and Purchase Conversion is relatively close. Consequently, this research model satisfies the criteria established by the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT), thereby indicating good discriminant validity and the uniqueness of each construct without overlap.

**Reliability.** Is a testing on the inner model of SEM-PLS aims to ensure the consistency and trustworthiness of the relationships between latent constructs, with a focus on the strength and accuracy of structural relationships. This testing is conducted through measurement stages, such as Cronbach's Alpha and Composite Reliability. Cronbach's Alpha measures the internal consistency among indicators within a single construct, assuming equal weights for the indicators. This value reflects how well the indicators correlate with one another and measure the same concept. Generally, a value of  $\geq 0.70$  is considered acceptable; however, it has limitations as it may underestimate reliability. Therefore, in PLS-SEM analysis, this measure is often supplemented with composite reliability to yield more accurate results. Composite reliability assesses construct reliability by considering the actual weight of each indicator, making it a more precise measure in PLS. A composite reliability value of  $\geq 0.70$  indicates good reliability.

Table 5. Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_c)
Social Media Marketing -X1	0.859	0.895
Marketplace - X2	0.905	0.925
Purchase Intention - M	0.945	0.952
Perceived Scarcity- Z	0.836	0.883
Purchase Conversion -Y	0.896	0.921

Source: Primary Data Processed, 2025

Based on Table 5, all research constructs exhibit Cronbach's Alpha and Composite Reliability values that exceed the recommended minimum threshold of 0.70. This finding indicates that each construct demonstrates high internal consistency, and the indicators within each construct reliably measure the same concept. Consequently, the indicators for each variable are capable of consistently measuring their respective constructs and can be deemed trustworthy for use in the subsequent stage of analysis.

Through the application of various testing criteria to the outer model, it can be concluded that all instruments utilized in this study demonstrate high validity and reliability. This indicates that each measurement tool employed is capable of providing consistent and reliable results, thereby supporting the validity of the data obtained. Consequently,

we can be confident that the results of this study are based on tested instruments that meet the necessary standards to achieve the research objectives.

### Result: Inner Model

The inner model is an element that describes the interaction between latent variables (constructs) based on research hypotheses. This model serves to analyze the influence of one construct on another. Evaluating the internal model is important to ensure that the relationships between constructs are significant, strong, and possess good predictive ability (Hair et al., 2021). Several key measures are used to assess the quality of internal models, including R-squared ( $R^2$ ), effect size, and hypothesis testing.

**R-Square ( $R^2$ ).** The  $R^2$  value is used to assess how much of the variation in the dependent variable can be explained by the independent variables in a model. The  $R^2$  value ranges from 0 to 1; the higher the value, the better its explanatory power. A model with an  $R^2$  of 0.75 is considered strong, 0.50 moderate, and 0.25 weak.

Table 6. Coefficient of Determination (R-Square)

	R-Square ( $R^2$ )
Purchase Conversion -Y	0.988
Purchase Intention - M	0.718

Source: Primary Data Processed, 2025

Based on the R-squared analysis presented in Table 6, the R-squared value for the Purchase Conversion variable (Y) is 0.988. This indicates that the independent variables in this model can explain 98.8% of the variation in Purchase Conversion (Y), with the remaining 1.2% influenced by factors external to the model. This finding demonstrates that the model possesses excellent capability in explaining changes in Purchase Conversion (Y).

In contrast, the R-squared value for Purchase Intention (M) is 0.718, signifying that the independent variables account for 71.8% of the variation in Purchase Intention (M), while 28.2% is affected by external factors not included in the model. Therefore, it can be concluded that this research model is highly effective in elucidating both Purchase Conversion (Y) and Purchase Intention (M) as mediating variables.

**The effect size ( $F^2$ ).** In PLS-SEM is utilized to evaluate the influence of independent variables on dependent variables. While path coefficients indicate the direction and significance of relationships between variables, effect size reflects the strength of the contribution made by independent variables. The  $f^2$  value provides insight into the importance of a variable in explaining the variation of the influenced construct.

Interpreting effect size is guided by Cohen's (1988) guidelines: a value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. These values assist researchers in understanding the contribution of exogenous constructs to endogenous constructs. The higher the  $f^2$  value, the more significant the role of the construct in explaining the variation in the dependent variable.

Table 7. Effect Size ( $F^2$ )

	Social Media Marketing - X1	Marketplace - X2	Purchase Intention - M	Perceived Scarcity- Z	Purchase Conversion - Y	Perceived Scarcity- Z > Purchase Intention - M
X1			0.161		0.152	
X2			0.165		0.143	
M					0.115	
Z					0.127	
Y						
Z > M					0.137	

Source: Primary Data Processed, 2025

Based on the Effect Size ( $F^2$ ) analysis, the Social Media Marketing variable (X1) exhibits a moderate influence on Purchase Intention (M) with a value of 0.161 and on Purchase Conversion (Y) with a value of 0.152. The Marketplace variable (X2) also demonstrates a moderate influence, with an  $F^2$  value of 0.165 for Purchase Intention

(M) and 0.143 for Purchase Conversion (Y). Conversely, Purchase Intention (M) influences Purchase Conversion (Y) with a value of 0.115, while Perceived Scarcity (Z) has an influence of 0.127, both of which are categorized as small to moderate influences. The influence of Perceived Scarcity (Z) on Purchase Intention (M) is 0.137, which is also considered moderate.

In conclusion, this model illustrates that Social Media Marketing (X1) and Marketplace (X2) significantly contribute to Purchase Intention (M) and Purchase Conversion (Y), while Perceived Scarcity (Z) and Purchase Intention (M) exert additional, albeit smaller, yet still important influences on Purchase Conversion (Y). This finding underscores the significance of social media and marketplace marketing strategies in enhancing consumer interest and purchase decisions, with perceived scarcity reinforcing this relationship.

**Hypothesis Testing.** An analytical model for evaluating the influence of latent variables in a structural model is presented. This model illustrates the causal relationships among constructs, which include independent, dependent, and mediating variables. Conducting this analysis is crucial to ensure the statistical validity of the hypothesized relationships. The criteria for testing are based on the t-statistic and p-value, where a relationship is considered significant if the t-statistic is greater than or equal to 1.96 at a 5% significance level and the p-value is less than or equal to 0.05.

Table 8. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P-Value
<b>X1 &gt; M</b>	0.219	0.213	0.077	2.827	0.005
<b>X2 &gt; M</b>	0.353	0.342	0.120	2.948	0.003
<b>X1 &gt; Y</b>	0.232	0.230	0.093	2.481	0.013
<b>X2 &gt; Y</b>	0.350	0.353	0.125	2.810	0.005
<b>M &gt; Y</b>	0.193	0.188	0.076	2.533	0.012
<b>Z &gt; Y</b>	0.361	0.353	0.121	2.980	0.003
<b>X1 &gt; M &gt; Y</b>	0.528	0.520	0.154	3.425	0.001
<b>X2 &gt; M &gt; Y</b>	0.186	0.181	0.088	2.124	0.034
<b>Z &gt; M &gt; Y</b>	0.191	0.186	0.087	2.189	0.029

Source: Primary Data Processed, 2025

The Original Sample (O) value indicates a direct influence between latent variables. The t-statistic and p-value are employed to assess the significance of the relationships, with the criteria of t-statistic > 1.96 and p-value < 0.05. Therefore, all relationships between the variables presented in Table 8 meet these criteria, indicating that all paths in the research model have a significant impact.

- Social Media Marketing (X1) has a significant positive effect on Purchase Intention (M), with a t-statistic of 2.827 and a P-value of 0.005. Therefore, H0 is rejected, and H1 is accepted.
- Marketplace (X2) also has a significant positive effect on Purchase Intention (M), with a t-statistic of 2.948 and a P-value of 0.003. Thus, H0 is rejected, and H2 is accepted.
- Social Media Marketing (X1) significantly influences Purchase Conversion (Y), with a t-statistic of 2.481 and a P-value of 0.013. Thus, H0 is rejected, and H3 is accepted.
- Marketplace (X2) has a significant positive effect on Purchase Conversion (Y), with a t-statistic of 2.810 and a P-value of 0.005. Thus, H0 is rejected, and H4 is accepted.
- Purchase Intention (M) has a positive and significant effect on Purchase Conversion (Y), with a value of 0.193, a t-statistic of 2.533, and a P-value of 0.012. Thus, H0 is rejected, and H5 is accepted.
- Perceived Scarcity (Z) significantly influences Purchase Conversion (Y), with a value of 0.361, a t-statistic of 2.980, and a P-value of 0.003. Thus, H0 is rejected, and H6 is accepted.

- g. The path from Social Media Marketing (X1) through Purchase Intention (M) to Purchase Conversion (Y) has a t-statistic of 3.425 and a P-value of 0.001, indicating that Purchase Intention mediates this effect. H0 is rejected, and H7 is accepted.
- h. The path from Marketplace (X2) through Purchase Intention (M) to Purchase Conversion (Y) has a t-statistic of 2.124 and a P-value of 0.034, indicating Purchase Intention mediation. H0 is rejected, and H8 is accepted.
- i. The path from Perceived Scarcity (Z) through Purchase Intention (M) to Purchase Conversion (Y) has a t-statistic of 2.189 and a P-value of 0.029, indicating the moderation of Perceived Scarcity. H0 is rejected, and H9 is accepted.

In conclusion, all paths in the research model demonstrate a significant positive influence. Social Media Marketing, Marketplaces, and Scarcity Perception can increase Purchase Conversion, both directly and indirectly through Purchase Intention. Therefore, effective digital marketing strategies and a strong Scarcity Perception can enhance consumer Purchase Intention

## **Analysis**

### **The Influence of Social Media Marketing on Consumer Purchase Intention**

The research results indicate that social media marketing has a significant positive effect on purchase intention ( $t = 2.827$ ;  $p = 0.005$ ). This finding supports consumer decision-making theory (Morwitz, 2012), which posits that social media aids in alternative evaluation and the formation of purchase intentions. Consumer engagement through interactive content and visual promotions on social media increases the perceived value of products (Kamuri et al., 2023).

This research also supports the study by Hamdani et al (2025), which states that engagement on social media increases purchase intention through brand engagement. With the appropriate social media marketing strategies, business owners can leverage social media to achieve their marketing goals while continuously adapting and innovating to remain relevant and effective.

### **The Impact of Marketplaces on Consumer Purchase Intention**

The marketplace exerts a positive influence on purchase intention, as evidenced by a t-value of 2.948 and a p-value of 0.003. Research conducted by (Masarroh & Andriani, 2025) identified transaction ease, trust, and seller reputation as key factors influencing purchase intention in e-commerce. Transaction convenience encompasses a straightforward payment process and prompt access to product information. Trust in the seller is also crucial, with consumers showing a preference for marketplaces that have a strong reputation and favorable reviews.

Gupta et al., (2023) emphasize that perceived convenience and system trust are the primary drivers of online shopping behavior. Perceived convenience pertains to the ease of the shopping experience, while system trust relates to consumer confidence in the security of the e-commerce platform.

Consequently, marketplaces not only facilitate a more convenient shopping experience but also foster consumer trust, particularly in Kupang, where access to physical products is limited. E-commerce business owners must prioritize transaction ease, trust, and seller reputation to enhance purchase intention. Moreover, marketplace providers should continuously strive to improve user experience by emphasizing perceived convenience and system trust, which may include innovations in payment processes and effective communication with consumers. These initiatives are expected to contribute to the growth of marketplaces and better meet consumer needs in the digital age.

The findings of this study offer valuable insights into consumer behavior within marketplaces, specifically in Kupang, and can serve as a reference for researchers, practitioners, and stakeholders in the e-commerce industry to comprehend the factors influencing purchase intention and to develop strategies for enhancing marketplace performance in the future.

### **The Influence of Social Media Marketing on Consumer Purchase Conversion**

Social media marketing has a significant impact on purchase conversions. The analysis indicates a t-value of 2.481 and a p-value of 0.013, suggesting a positive relationship between social media usage and conversion rates. This finding supports the Integrated Marketing Communications Theory proposed by Belch and Belch (2018), which emphasizes the importance of social media in transforming consumer awareness into action through effective communication.

In Kupang, the factors driving purchase conversion include appealing visual content, customer testimonials, and community-based campaigns. Compelling content can enhance attention and engagement with a brand, while positive testimonials foster trust among potential buyers. Community campaigns have also proven effective in increasing conversions by building closer relationships between brands and consumers through local events and collaborations with influencers.

Thus, this research demonstrates that social media marketing is not merely a promotional tool but also a strategy that can influence consumer behavior. By leveraging engaging content, persuasive testimonials, and community campaigns, business owners can enhance the effectiveness of their marketing efforts and increase purchase conversions. Therefore, innovation and adaptation to technological developments and social media trends are crucial for maximizing conversion potential.

### **The Influence of Marketplaces on Consumer Purchase Conversion**

Marketplaces have a significant positive influence on purchase conversion, as evidenced by a t-value of 2.810 and a p-value of 0.005. This finding is consistent with Pavlou (2003) research, which emphasizes the importance of trust in e-commerce. In the digital age, marketplaces function not only as transaction platforms but also as mediums for interaction between sellers and buyers. Positive experiences, such as easy payment processes and fast shipping, enhance consumer confidence, thereby fostering loyalty and encouraging repeat purchases. Additionally, marketplaces have become a vital infrastructure for business owners in Kupang to expand their market reach.

With the presence of marketplaces, businesses can reach a larger consumer base, increase sales, and strengthen their competitiveness. The adoption of marketplaces by business owners not only boosts sales but also cultivates consumer trust, which significantly influences purchasing decisions. Therefore, strategies aimed at improving user experience and trust within the marketplace are crucial for long-term success.

In conclusion, this study demonstrates that marketplaces significantly influence purchase conversion; thus, business owners must prioritize the optimization of user experience. By applying the principle of trust, business owners in Kupang can effectively leverage marketplaces for business growth and expansion.

### **The Influence of Purchase Intention on Consumer Purchase Conversion**

Research shows that purchase intention has a significant impact on purchase conversion, with a statistical t-value of 2.533 and p-value of 0.012. This finding aligns with Ajzen's (1991) theory of planned behavior, which emphasizes that purchase intention reflects an individual's psychological readiness to spend. Purchase intent not only indicates a desire, but also a commitment to take action. The study by Kim and Kramer (2022) supports this, showing that purchase intention connects consumer perception with actual purchase behavior. Psychological and emotional factors that shape purchase intention can influence consumers' final decisions.

In Kupang, it was found that high purchase intention thru interaction with digital content increases the likelihood of purchase conversion. Therefore, marketers need to understand the dynamics of purchase intention in digital marketing, especially in rapidly developing areas like Kupang. Effective marketing strategies must be able to build strong purchase intent to increase conversions. This research provides theoretical insights and practical implications for marketers in designing more efficient campaigns.

Thus, the relationship between purchase intention and purchase conversion is a complex phenomenon that requires a deep understanding of consumer behavior and the factors that influence it. Strong purchase intention, influenced by various factors including digital content, is crucial for driving purchase conversions in a competitive market.

### **The Influence of Perceived Scarcity on Consumer Purchase Conversion**

The research results indicate that the perception of scarcity significantly influences purchase conversion, with a t-value of 2.980 and a p-value of 0.003. This finding aligns with Cialdini (2009) scarcity theory, which states that scarcity increases the urgency and value of a product in the eyes of consumers.

In Kupang, consumers experience FOMO, which drives quick purchasing decisions for limited products. When a product is perceived as scarce, consumers tend to value it more, thereby increasing the likelihood of purchase. Amelia and Firmansyah (2025) research also shows that the perception of scarcity strengthens the relationship between digital campaigns and purchase behavior. In digital marketing, strategies that emphasize scarcity can increase appeal and urgency, encouraging consumers to buy immediately.

These findings provide valuable insights for marketers in designing effective strategies. Leveraging scarcity can increase purchase conversions and potential profits. Additionally, understanding consumer behavior related to the perception of scarcity can aid in product development and the determination of pricing strategies. Thus, the influence of the perception of scarcity on purchasing decisions is a complex yet significant phenomenon. In a competitive market, understanding the impact of scarcity on consumer behavior is key to the success of marketing strategies.

### **The Role of Purchase Intention in Mediating the Relationship between Social Media Marketing and Purchase Consumer Conversion, as well as between Marketplace and Consumer Purchase Conversion**

The research findings indicate that purchase intention serves as a mediator between social media marketing and marketplaces with purchase conversion. The analysis shows  $t=3.425$  and  $p=0.001$  for social media marketing, and  $t=2.124$  and  $p=0.034$  for marketplaces, confirming the significant role of purchase intention in purchasing decisions. Purchase intention reflects consumers' desire to buy, which is influenced by their perception of product quality and trust in the brand. Research by Jannah et al., (2024) also Faronsyah and idayah (2025) supports this finding, stating that purchase intention acts as a mediator between perceived quality, trust, and purchase conversion.

Interactions on social media can create a positive perception of a product, where engaging content and brand involvement can increase purchase intention. Therefore, marketing strategies need to focus on building relationships with consumers, not just promoting products. On the other hand, marketplaces, as e-commerce platforms, also significantly influence purchase intention. Diverse product choices, consumer reviews, and ease of transaction aid in product evaluation, thereby increasing purchase intention. Thus, both social media marketing and marketplaces play important roles in shaping purchase intention, which contributes to purchase conversion. This finding provides valuable insights for businesses in designing more effective strategies that focus on increasing consumer interaction and trust for successful purchase intention in the digital age.

### **The Moderating Role of Perceived Scarcity on the Relationship between Purchase Intention and Purchase Conversion**

The research results indicate that perceived scarcity affects the relationship between purchase intention and purchase conversion, with a t-value of 2.189 and a p-value of 0.029. When consumers perceive a product as scarce, their intention to buy is more quickly converted into a purchase. This phenomenon, known as the reactance effect, was explained by Lynn (1991), who stated that consumers tend to act more quickly when they feel that the opportunity to obtain a product is limited. In this context, scarcity serves as a signal of product value and as a psychological driver to buy immediately before the opportunity is lost.

Marketing strategies such as "limited stock" and "short-time promotions" have proven effective in boosting purchasing decisions in Kupang, creating a sense of urgency that accelerates the conversion from purchase intent to actual purchase. By giving the impression that a product is available in limited quantities, marketers can encourage consumers to act more quickly.

This finding underscores the importance of understanding psychological dynamics in consumer decision-making. By leveraging the perception of scarcity, marketers can design more effective strategies to increase purchase conversions. Further research on the factors influencing the perception of scarcity and its impact on consumer behavior in different markets is crucial for marketers and academics seeking to understand consumer behavior in a competitive context.

### **Exploring the Novelty of Recent Research**

The novelty of this research lies in the integration of five key variables into a comprehensive structural model designed to holistically understand digital consumer behavior. Kupang City was selected as the research location due to the limited existing studies on digital behavior; therefore, this study aims to provide new insights into consumer dynamics in developing areas characterized by infrastructure limitations.

The primary findings indicate that perceived scarcity influences purchase intention and serves as a moderator in the purchasing process. These results underscore the significance of psychological factors in digital consumer behavior while also offering practical implications for marketers in developing regions, such as Kupang City.

Given the characteristics of the local community, this research opens avenues for further exploration of other relevant variables in a similar context. It is anticipated that this study will serve as a reference for academics and practitioners seeking to understand digital consumer behavior in areas with limited infrastructure.

Overall, the novelty of this research is evident in the integration of variables, the empirical context, and the findings generated, thereby contributing to the development of digital consumer behavior theory and providing strategic insights for marketing in developing regions.

## CONCLUSION

This research analyzes the impact of social media marketing and online marketplaces on purchase conversion in Kupang City, with purchase intention serving as a mediating variable and perceived scarcity acting as a moderating variable. The results indicate a significant relationship among the variables, thereby supporting the conceptual model for digital purchasing behavior. This finding reinforces consumer behavior theory, demonstrating that purchase intention is influenced by social, technological, and psychological factors. Social media marketing and online marketplaces play a crucial role in fostering purchase intent, while perceived scarcity enhances the transition from intent to action through a sense of urgency.

This study integrates five variables into a single structural model and is specifically applied in Kupang City. The results reveal that digital consumer behavior in developing regions is comparable to that in major cities, although it is influenced by stronger social and emotional motivations. Overall, the residents of Kupang exhibit readiness for the digital economic ecosystem, with social media and online marketplaces being integral components of their modern lifestyle. By employing effective marketing strategies, business owners can enhance purchase conversions and contribute to the growth of the creative economy in the digital age.

This research presents a significant model; however, it has limitations, such as its focus on the community of Kupang City and the use of a quantitative approach that does not explore psychological aspects and external factors. Recommendations for future research include expanding the scope to encompass the entire Nusa Tenggara Timur (NTT), employing mixed methods, and incorporating additional variables such as customer trust. For business owners, it is advisable to optimize social media through interactive content, utilize online marketplaces, implement scarcity marketing strategies, enhance digital literacy, and leverage consumer data for personalized promotions and market trend predictions.

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