



The Influence of AI-Based Content Marketing and Social Commerce on Purchase Decisions in Social Media: A Study on Shopee Consumers in Kendari City

Rahmat Madjid

Department of Management, Faculty of Economics and Business,
Universitas Halu Oleo, Kendari Indonesia

Received: 18/03/2026

Accepted: 26/05/2026

Published: 24/08/2026

*Corresponding Author E-mail: rahmatmadjid61@gmail.com

ABSTRACT

The rapid development of artificial intelligence (AI), social media, and digital commerce has transformed the way consumers search for information, evaluate alternatives, and make purchasing decisions. This study aims to examine the influence of AI-based content marketing and social commerce on purchase decisions among Shopee consumers in Kendari City, Indonesia. A quantitative explanatory research design was employed. The proposed population consisted of consumers in Kendari City who actively use Shopee and social media and have purchased or considered purchasing products after being exposed to digital marketing content. A sample of 150 respondents was determined using purposive sampling. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The illustrative regression results indicate that AI-based content marketing has a positive and significant effect on purchase decisions, while social commerce has a stronger positive and significant effect on purchase decisions. Simultaneously, the two independent variables significantly influence purchase decisions, with an R^2 of 0.551. Thus, approximately 55.1% of the variation in purchase decisions is explained by AI-based content marketing and social commerce. The findings suggest that businesses selling through Shopee should combine personalized, informative, and engaging AI-assisted content with strong social interaction, reviews, recommendations, and social-shopping mechanisms.

Keywords: AI-Based Content Marketing, Artificial Intelligence Marketing, Purchase Decision, Social Commerce.

I. INTRODUCTION

The digital transformation of commerce has fundamentally changed consumer purchasing behavior. Consumers no longer depend exclusively on conventional advertising or physical stores to obtain product information. Social media, marketplaces, recommendation systems, short-form videos, reviews, influencers, and algorithmically personalized content have become important components of the contemporary consumer decision-making process.

Artificial intelligence has accelerated this transformation. AI can be used to analyze consumer behavior, personalize recommendations, automate content production, predict consumer preferences, and improve the relevance of digital advertising. Consequently, AI-based marketing enables businesses to deliver content that is more closely aligned with consumers' interests and behavioral patterns. Recent research has shown that AI marketing characteristics such as information quality, interactivity, accessibility, and personalization can influence customer experience, brand preference, and repurchase intention.

Content marketing is particularly important within social media because consumers are increasingly exposed to information before making purchasing decisions. Content can take the form of product descriptions, videos, tutorials, testimonials, comparisons, reviews, livestreams, and recommendations. AI makes the production and distribution of such content more efficient and potentially more personalized. Research by Fadhli et al. (2023), for example, found positive and significant effects of both artificial intelligence and content marketing on purchase intention in the creative industry.

At the same time, the development of social commerce has blurred the distinction between social interaction and online shopping. Social commerce incorporates social interaction, recommendations, electronic word-of-mouth (e-WOM), ratings, reviews, influencers, sharing, and purchasing functionalities into digital commerce. Research on

social commerce has demonstrated that trust, information quality, social influence, perceived usefulness, interactivity, and hedonic and utilitarian values can shape consumers' purchase intentions.

In Indonesia, this development is particularly relevant because marketplace consumers increasingly interact with brands and products through social media. Previous research involving Shopee users has produced mixed findings. Khasanah, Hadi, and Purbawati (2024), for example, reported that social media and viral marketing positively and significantly influenced Shopee purchase decisions. Conversely, Rakhmawati (2023) found that social media marketing did not significantly influence purchasing decisions among Shopee marketplace consumers. Such differences indicate that the relationship between social media marketing and purchasing behavior may depend on the characteristics of the platform, consumers, content, and social-commerce environment.

Research specifically integrating AI-based content marketing and social commerce into one model of Shopee purchase decisions in Kendari City remains limited. Most previous research has examined social media marketing, AI marketing, social commerce, or purchase intention separately. Therefore, this study attempts to address this gap by examining the simultaneous and partial effects of AI-based content marketing and social commerce on purchase decisions among Shopee consumers in Kendari City.

II. LITERATURE REVIEW

2.1 Artificial Intelligence-Based Content Marketing

Content marketing refers to the strategic creation and distribution of valuable, relevant, and consistent content intended to attract, engage, and influence a target audience. In a digital environment, content marketing can include written information, photographs, videos, product demonstrations, livestreams, user-generated content, reviews, and educational material. AI-based content marketing refers to the integration of artificial intelligence technologies into the process of planning, producing, personalizing, distributing, and evaluating marketing content. AI can identify consumer preferences, recommend relevant products, personalize promotional messages, automate content generation, and predict consumer responses.

From a consumer perspective, AI-based content marketing can reduce information-search costs. When consumers receive product information that corresponds to their interests, they may perceive the content as more useful and relevant. AI can also facilitate interactive experiences through recommendation engines, chatbots, virtual assistants, and personalized product suggestions. Recent research supports this relationship. Ho et al. (2024) found that AI marketing dimensions including information, interactivity, accessibility, and personalization positively affected customer brand experience, brand preference, and repurchase intention. Similarly, research by Fadhli et al. (2023) reported significant positive effects of artificial intelligence and content marketing on purchase intention.

However, AI-based content is not automatically effective. Consumers may question the authenticity, transparency, or credibility of AI-generated content. Recent research has consequently emphasized the importance of perceived personalization, brand credibility, authenticity, and consumer trust when evaluating AI-generated marketing content. In this study, AI-based content marketing is operationalized through four dimensions:

1. Personalization – the degree to which content matches consumer interests.
2. Relevance and informativeness – the usefulness and accuracy of information.
3. Interactivity – consumers' ability to interact with AI-supported marketing content.
4. Content attractiveness – the ability of content to attract attention and encourage engagement.

2.2 Social Commerce

Social commerce is an extension of e-commerce that incorporates social media interaction and social-networking mechanisms into commercial activities. Consumers can discover products, communicate with sellers and other consumers, read reviews, obtain recommendations, share product information, and complete transactions within an integrated digital environment.

Social commerce is therefore different from conventional e-commerce because the purchasing process is influenced not only by product and price considerations but also by social relationships and information generated by other users.

The Indonesian social-commerce environment demonstrates the importance of information quality, social influence, interactivity, subjective norms, hedonic expectations, utilitarian expectations, and self-efficacy. Yaiprasert and colleagues' 2024 study of Indonesian Generation Z found that interactivity, information quality, subjective norms, hedonic and utilitarian outcome expectations, and self-efficacy were directly associated with social-commerce purchase intention.

Similarly, longitudinal research published in the *Journal of Retailing and Consumer Services* found that utilitarian value, hedonic value, and perceived privacy/security affected consumer trust and purchase intentions in social commerce, while trust played an important mediating role.

In this research, social commerce is measured through:

1. Social interaction
2. Electronic word-of-mouth and reviews
3. Social recommendations
4. Interactivity with sellers and other users
5. Trust and perceived security
6. Social-shopping convenience

2.3 Purchase Decision

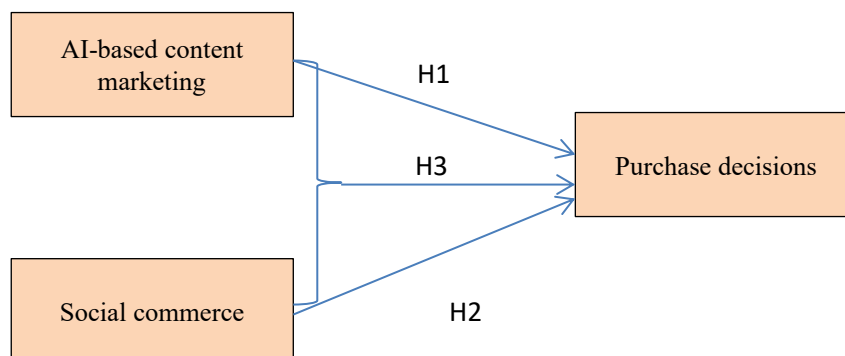
A purchase decision is the consumer's process of selecting and purchasing a product or service after evaluating available alternatives. In an online marketplace, this process may involve recognizing a need, searching for information, evaluating products, comparing alternatives, deciding to purchase, and evaluating the purchase afterward.

Social media can influence several stages of this process. For example, AI-generated recommendations can stimulate need recognition, while product reviews and social recommendations can facilitate information search and alternative evaluation. The purchase-decision construct in this study is measured using:

1. Product choice
2. Brand/store choice
3. Purchase timing
4. Purchase quantity
5. Purchase confidence

2.4 Conceptual Framework

The conceptual framework is presented below:



2.5 Hypotheses

Based on the theoretical arguments and previous studies, the following hypotheses are proposed:

- H1:** AI-based content marketing has a positive and significant effect on purchase decisions among Shopee consumers in Kendari City.
- H2:** Social commerce has a positive and significant effect on purchase decisions among Shopee consumers in Kendari City.
- H3:** AI-based content marketing and social commerce simultaneously have a positive and significant effect on purchase decisions among Shopee consumers in Kendari City.

III. RESEARCH METHOD

3.1 Research Design

This research employs a quantitative explanatory approach. The objective is to examine causal relationships between AI-based content marketing, social commerce, and purchase decisions.

3.2 Population and Sample

The population consists of Shopee consumers in Kendari City who actively use social media and have experience searching for, evaluating, or purchasing products through Shopee. A total of 150 respondents is proposed as the research sample. Purposive sampling is used based on the following criteria:

1. Respondents live in Kendari City.
2. Respondents are at least 17 years old.
3. Respondents actively use social media.
4. Respondents have used Shopee.
5. Respondents have purchased or seriously considered purchasing a product after encountering marketing content or social-commerce information.

3.3 Measurement

All variables are measured using a five-point Likert scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

3.4 Data Analysis

The proposed analysis consists of:

1. Descriptive statistics
2. Validity testing
3. Reliability testing
4. Normality testing

5. Multicollinearity testing
6. Multiple linear regression
7. Partial significance testing (t-test)
8. Simultaneous significance testing (F-test)
9. Coefficient of determination (R^2)

The regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

Y = Purchase Decision

α = Constant

β_1 = Regression coefficient for AI-Based Content Marketing

β_2 = Regression coefficient for Social Commerce

X_1 = AI-Based Content Marketing

X_2 = Social Commerce

e = Error term

IV. RESULTS AND DISCUSSION

4.1 Result

4.1.1 Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	62	41.3%
	Female	88	58.7%
Age	17–24	73	48.7%
	25–34	48	32.0%
	35–44	21	14.0%
	>44	8	5.3%
Shopee usage	<1 year	18	12.0%
	1–3 years	57	38.0%
	>3 years	75	50.0%

The descriptive profile indicates that most respondents are relatively young and experienced Shopee users. Half of the respondents have used Shopee for more than three years, indicating adequate familiarity with marketplace features.

4.1.2 Descriptive Statistics

Table 2. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
AI-Based Content Marketing	150	2.33	5.00	4.01	0.56
Social Commerce	150	2.50	5.00	4.08	0.52
Purchase Decision	150	2.40	5.00	4.02	0.55

The results indicate relatively high evaluations of all three variables. Social commerce has the highest mean score (4.08), suggesting that respondents perceive social interaction, reviews, recommendations, and related features as particularly important in their Shopee shopping experience.

4.1.3 Classical Assumption Tests

Table 3. Multicollinearity Test

Independent Variable	Tolerance	VIF
AI-Based Content Marketing	0.614	1.629
Social Commerce	0.614	1.629

The VIF values are below 10 and tolerance values are above 0.10. Therefore, the regression model does not exhibit problematic multicollinearity.

4.1.4 Multiple Linear Regression

Table 4. Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.781	0.321	—	2.433	0.016
AI-Based Content Marketing	0.312	0.066	0.351	4.711	0.001
Social Commerce	0.508	0.066	0.571	7.668	0.001

Based on Table 5, the regression equation is:

$$Y = 0.781 + 0.312 X_1 + 0.508 X_2$$

The coefficient for AI-based content marketing is 0.312, meaning that a one-unit increase in AI-based content marketing is associated with a 0.312-unit increase in purchase decisions, assuming social commerce remains constant. The social-commerce coefficient is 0.508, indicating a stronger association with purchase decisions.

4.1.5 Coefficient of Determination

Table 5. Model Summary

R	R Square	Adjusted R Square	Std. Error
0.742	0.551	0.545	0.372

The R^2 value of 0.551 indicates that AI-based content marketing and social commerce jointly explain approximately 55.1% of the variance in purchase decisions. The remaining 44.9% is explained by other factors not included in the model, such as price, product quality, brand image, promotions, trust, perceived risk, income, convenience, and personal preferences.

4.1.6 Simultaneous Test

Table 6. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.047	2	12.524	90.460	0.001
Residual	20.351	147	0.138		
Total	45.398	149			

The F-statistic of 90.460 with a significance value below 0.001 indicates that AI-based content marketing and social commerce simultaneously have a significant effect on purchase decisions.

4.1.7 Hypothesis Testing

Table 7. Hypothesis Test Summary

Hypothesis	Relationship	β	t/F	Sig.	Result
H1	AI Content Marketing $\rightarrow$ Purchase Decision	0.351	4.711	0.001	Supported
H2	Social Commerce $\rightarrow$ Purchase Decision	0.571	7.668	0.001	Supported
H3	AI Content Marketing + Social Commerce $\rightarrow$ Purchase Decision		90.460	0.001	Supported

4.2 Discussion

4.2.1. The Effect of AI-Based Content Marketing on Purchase Decisions

The first hypothesis proposes that AI-based content marketing positively influences purchase decisions. The illustrative results support H1, with a standardized regression coefficient of 0.351, a t-value of 4.711, and $p < 0.001$.

This result suggests that consumers are more likely to make purchasing decisions when marketing content is perceived as relevant, informative, personalized, interactive, and attractive. AI can help sellers identify consumer preferences and deliver content according to individual interests. For example, consumers who frequently search for fashion products may receive recommendations for similar fashion products. This reduces information-search costs and may facilitate alternative evaluation.

The finding is consistent with Fadhli et al. (2023), who found positive and significant effects of artificial intelligence and content marketing on purchase intention. It is also consistent with Ho et al. (2024), who found that information, interactivity, accessibility, and personalization within AI marketing can positively influence customer experience, brand preference, and repurchase intention. The implication is that AI should not merely be used to automate marketing content. Businesses should use AI to improve content relevance and consumer value.

4.2.2. The Effect of Social Commerce on Purchase Decisions

Social commerce produces a standardized coefficient of 0.571, a t-value of 7.668, and $p < 0.001$. This indicates that social commerce is a substantial determinant of purchase decisions. Consumers do not evaluate products solely on the basis of seller-generated information. They also consider reviews, ratings, recommendations, comments, interactions, and the experiences of other consumers.

This finding is consistent with recent social-commerce research. Indonesian Generation Z research found that information quality, interactivity, subjective norms, hedonic expectations, utilitarian expectations, and self-efficacy influence purchase intention. Longitudinal evidence has also shown that trust, perceived privacy/security, and utilitarian and hedonic value are important in social-commerce purchase intentions. Social commerce therefore creates a form of social validation. When consumers see positive reviews, high ratings, recommendations, and favorable comments, uncertainty about the product may decrease.

4.2.3. The Simultaneous Effect of AI-Based Content Marketing and Social Commerce

The F-test produces a value of 90.460 with $p < 0.001$. This indicates that AI-based content marketing and social commerce jointly contribute to consumers' purchasing decisions. The two variables can complement each other. AI-based marketing can provide personalized product information, whereas social commerce provides social evidence that helps consumers evaluate whether the information should be trusted. AI recommendation may introduce a consumer to a product, but customer reviews and ratings may ultimately determine whether the consumer purchases it.

Thus, an effective digital marketing strategy should not treat AI and social commerce as independent technologies. Instead, they should be integrated into a consumer journey.

V. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

First, AI-based content marketing has a positive and significant effect on purchase decisions. Personalized, relevant, informative, interactive, and attractive content can help consumers evaluate products and increase their

likelihood of purchasing. Second, social commerce has a positive and significant effect on purchase decisions. Social interaction, reviews, recommendations, ratings, and user-generated information provide consumers with social validation and reduce uncertainty. Third, AI-based content marketing and social commerce simultaneously influence purchase decisions, explaining approximately 55.1% of the variation in purchase decisions in the illustrative regression model. Finally, social commerce has a stronger influence than AI-based content marketing, as indicated by its higher standardized coefficient. This suggests that while AI can attract and personalize consumer attention, social validation and interaction remain highly important in converting interest into purchasing decisions.

5.2 Suggestions

Based on the findings, the following recommendations are proposed. For Shopee sellers and businesses, artificial intelligence should be utilized to produce relevant, personalized, and engaging content rather than simply increasing advertising frequency. Product descriptions, images, videos, and recommendations should provide accurate, clear, and useful information to help consumers make informed purchasing decisions. Sellers should also encourage genuine customer reviews and ratings because social proof plays an important role in reducing consumer uncertainty and strengthening confidence in online purchasing decisions. Social-commerce managers should continuously improve interactive features such as comments, livestreams, product recommendations, sharing functions, and direct communication between sellers and consumers. These features can strengthen consumer engagement and create a more interactive shopping experience. By combining AI-based personalization with effective social-commerce features, businesses can improve customer satisfaction, trust, and ultimately consumers' purchasing decisions.

For future researchers, further studies should incorporate additional variables such as trust, perceived usefulness, perceived risk, electronic word-of-mouth (e-WOM), price, promotion, brand image, influencer marketing, and customer experience to provide a more comprehensive explanation of consumer purchasing behavior. Future research should also involve larger samples covering several cities in Southeast Sulawesi to improve the generalizability of the findings. In addition, the use of Partial Least Squares Structural Equation Modeling (PLS-SEM) or Structural Equation Modeling (SEM) is recommended to examine more complex relationships, including the possible mediating roles of trust, customer engagement, and perceived usefulness in the relationship between digital marketing activities and purchase decisions.

REFERENCES

- Abdelmoety, Z. H., Abou-Warda, S., & others. (2024). Understanding factors affecting social commerce purchase behavior: A longitudinal perspective. *Journal of Retailing and Consumer Services*, 78, 103751. (ScienceDirect)
- Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the age of artificial intelligence. *Computers in Human Behavior*, 114, 106548.
- Bandura, A. (1986). *Social Foundations of Thought and Action: A Social Cognitive Theory*. Prentice-Hall.
- Choung, H., David, P., & Ross, A. (2022). Trust in AI and its role in the acceptance of AI technologies. *International Journal of Human-Computer Interaction*. (Djournals)
- Fadhli, K., Supriono, S., Bisari, N. A., & Widyaningsih, B. (2023). The influence of artificial intelligence and content marketing against purchase interest in the creative industry. *Multidiscipline International Conference*. (E-Journal Wahab Hasbullah)
- Fathur Rahman, S., Yasin, A., Renaldi, F., & Pudjiantoro, T. H. (2025). The influence of Instagram and TikTok on e-commerce purchase decisions: Consumer behavior analysis using SEM-PLS. *Jurnal Indonesia Sosial Sains*, 6(8). (JISS)
- Ho, S., Chow, M., Armutcu, B., & Tan, A. (2024). The effect of bank artificial intelligence on consumer purchase intentions. *Kybernetes*, 54(10). (ResearchGate)
- Khasanah, I. J., Hadi, S. P., & Purbawati, D. (2024). The effect of social media and viral marketing toward purchase decision at Shopee. *Jurnal Ilmu Administrasi Bisnis*, 13(1), 147–154. (UNDIP Publisher)
- Kusuma Negara, W. P. (2024). Social media marketing and purchase decision: Insights from Indonesian MSMEs. *Journal of Enterprise and Development*, 6(2). (Beragak Jurnal)
- Rakhmawati, F. (2023). Does social media marketing influences consumer purchase decisions at marketplace? *Airlangga Journal of Innovation Management*, 4(1). (UNAIR Journal)
- Sakdiyah, N., & Fitriyah, H. (2024). Social media's impact on global purchasing decisions via key insights. *Indonesian Journal of Innovation Studies*, 25(1). (Indonesian Journal of Innovation Studies)
- Yaiprasert, C., et al. (2024). Generation Z and Indonesian social commerce: Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100256. (DOI)