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Social Media Marketing and Customer Experience as Drivers of Purchase Decisions among Culinary MSMEs: Evidence from Online Food Delivery Partners in Medan Johor

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ABSTRACT

The rapid advancement of digital marketing and the increasing reliance on online food delivery platforms have made social media promotion and customer experience increasingly relevant to the growth of culinary micro, small, and medium-sized enterprises (MSMEs). This study seeks to determine the influence of Social Media Marketing and Customer Experience on Purchase Decisions among consumers of culinary MSMEs affiliated with GoFood and GrabFood. A quantitative methodology was applied using an explanatory research framework and a cross-sectional survey design. The sample comprised 140 participants recruited through purposive sampling, with eligibility criteria requiring previous purchases through GoFood or GrabFood and prior exposure to promotional information via social media. The collected data were examined through multiple linear regression analysis. The findings demonstrate that Social Media Marketing positively and significantly affects Purchase Decisions ($B = 0.320$; $t = 5.390$; $p < 0.001$). Similarly, Customer Experience exhibits a positive and statistically significant relationship with Purchase Decisions ($B = 0.433$; $t = 7.693$; $p < 0.001$). The simultaneous testing results further confirm that both independent variables significantly influence Purchase Decisions ($F = 77.252$; $p < 0.001$), with an Adjusted R^2 value of 0.523. These results suggest that optimizing social media promotional strategies and delivering favorable customer experiences are essential for encouraging purchasing decisions among consumers of culinary MSMEs.

Keywords: Social Media Marketing, Customer Experience, Purchase Decision, Culinary MSMEs, Medan Johor District

INTRODUCTION

Internet use in Indonesia continues to grow, with 235.26 million users and an internet penetration rate of 81.72% in 2026 (APJII, 2026). This growth has shifted consumer behavior toward digital information search and transactions (Ramadan et al., 2025), expanding opportunities for businesses to use digital channels for marketing and consumer interaction. Social Media Marketing has become an important tool for Micro, Small, and Medium Enterprises (MSMEs) because it enables affordable promotion, broader market reach, and direct consumer engagement through platforms such as Instagram, Facebook, TikTok, and WhatsApp Business. Engaging content, informative posts, and responsive interactions can increase consumer interest, while ineffective social media utilization may limit business visibility and marketing effectiveness. This trend is also evident in Indonesia's food and beverage sector, as illustrated in Figure 1,

which presents the distribution of marketing media used by food and beverage businesses.

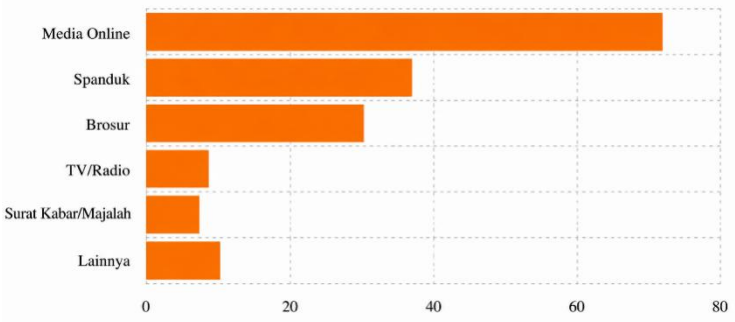


Figure 1. Marketing Media Used by Food and Beverage Businesses
Source: Statistics Indonesia, 2026

Based on Figure 1, online media is one of the marketing channels widely used by food and beverage businesses in Indonesia. This condition indicates the increasing importance of digital channels for culinary businesses in expanding market reach and establishing communication with consumers.

Consumers increasingly rely on social media to obtain product information, reviews, and recommendations before purchasing, making Social Media Marketing essential for building customer relationships and business competitiveness (Narottama & Moniaga, 2022). This shift also reflects the growing role of digital channels in consumer transactions. In Medan Johor District, the growing number of culinary MSMEs offers consumers diverse product alternatives while intensifying competition among businesses. This condition encourages business owners to improve their marketing strategies and Customer Experience to attract consumers, foster loyalty, and establish competitive advantages (Indah & Maulida, 2026).

Digitalization in the culinary sector is increasingly reflected in the use of food delivery platforms such as GoFood and GrabFood, which enable culinary MSMEs to expand market reach and access consumers beyond direct sales (Databoks, 2026). A preliminary survey of 30 culinary MSMEs in Medan Johor showed that 22 respondents (73.3%) agreed that digitalization helped expand market access and support business development, while 8 respondents (26.7%) disagreed. These findings suggest that digital platforms are generally perceived as beneficial for reaching consumers and supporting the growth of culinary MSMEs in Medan Johor.

In addition to Social Media Marketing, Customer Experience is also an important aspect of marketing strategy. Business success is determined not only by product quality but also by the ability of businesses to create positive experiences through various points of interaction with consumers, both directly and digitally. Consumers do not merely purchase products but also purchase the experiences they encounter while interacting with a brand. Therefore, an effective marketing strategy should integrate engaging marketing communication with a positive Customer Experience to establish long-term relationships that are mutually beneficial. Positive experiences can strengthen consumers' perceptions of a brand and increase the likelihood of repeat purchases in the future. Conversely, unsatisfactory experiences may reduce consumers' willingness to make subsequent purchases, even when the products offered are of good quality (Sagala et al., 2026).

A preliminary survey of 30 culinary MSME owners in Medan Johor District revealed that 70% disagreed with actively utilizing Social Media Marketing, 63.3% disagreed with consistently providing satisfying Customer Experiences, and 60% disagreed that digital

information and promotions influenced consumers' Purchase Decisions. These findings indicate that many culinary MSMEs have not optimized digital platforms for promotion, customer engagement, and influencing purchase decisions.

Previous studies found that Customer Experience positively and significantly affects Purchase Decisions (Aqewno et al., 2023; Narottama & Moniaga, 2022), while Social Media Marketing also has a positive effect (Qu et al., 2023; Verinanda et al., 2025; Rahman & Isa, 2023). However, a contextual gap remains regarding culinary MSMEs partnering with online food delivery platforms in Medan Johor District, as well as an integrative gap in examining both variables simultaneously. Therefore, this study examines the partial and simultaneous effects of Social Media Marketing and Customer Experience on Purchase Decisions among consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District. Social Media Marketing supports information search and alternative evaluation, while Customer Experience informs subsequent purchase decisions.

LITERATURE REVIEW

Consumer Decision-Making Model

The Consumer Decision-Making Model involves need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation, influenced by information, individual, and environmental factors. Darley et al. (2010) highlight online environmental and informational influences, while Fletcher & Gbadamosi (2024) show the role of social media content across these stages. Becker & Jaakkola (2020) emphasize that Customer Experience shapes consumer responses and evaluations. Thus, this study views prior Customer Experience as internal information influencing alternative evaluation and Purchase Decisions.

Purchase Decision

A Purchase Decision is the process of selecting products or services based on consumer needs and preferences through need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior (Kotler & Keller, 2016; Kotler & Armstrong, 2021). Consumers consider information, product characteristics, and alternatives before deciding (Tjiptono & Diana, 2020), with digital environments providing broader access to information and alternatives (Loo et al., 2025). Hanaysha (2018) identifies brand or model, quantity, timing, expenditure, payment method, and place of purchase as decision aspects. In this study, Purchase Decision is measured using indicators adapted from Burhanuddin et al. (2025): product brand selection, purchase quantity, payment method, and distributor selection through GoFood or GrabFood.

Social Media Marketing

Social Media Marketing refers to marketing activities through social media to disseminate information, interact with consumers, and build relationships (Lim & Rasul, 2022; Jamil et al., 2022). It can influence consumer engagement, experience, attitudes, purchase intentions, and Purchase Decisions (Hanaysha, 2022; Anas et al., 2023; Utami & Astuti, 2024). In this study, Social Media Marketing is measured using Yadav & Rahman's (2017) dimensions: interactivity, informativeness, personalization, trendiness, and word-of-mouth, reflecting consumers' perceptions of culinary MSMEs' social media marketing activities.

Customer Experience

Customer Experience refers to consumers' overall responses and evaluations formed through interactions with companies, products, services, and various touchpoints throughout the customer journey (Quiñones & Rojas, 2023; Gahler et al., 2023). In digital

and online food delivery contexts, it develops across information search, purchasing, service use, and post-purchase evaluation (Ahmad et al., 2022; Rejikumar et al., 2024; Perangin-Angin et al., 2024). In this study, Customer Experience is measured using Nurwansyah et al.'s (2025) indicators: accessibility, competence, problem-solving, promise fulfillment, and value for time, reflecting consumers' experiences with culinary MSMEs through online food delivery services.

Social Media Marketing and Purchase Decision

Social Media Marketing can influence Purchase Decisions by providing information, offers, updates, interactions, and recommendations that support information search and alternative evaluation. Empirical studies by Hanaysha (2022), Narottama & Moniaga (2022), and Anas et al. (2023) support this relationship. From the Consumer Decision-Making Model perspective, social media information assists consumers in evaluating alternatives before making Purchase Decisions. Therefore, Social Media Marketing can contribute to Purchase Decisions for culinary MSME products. Based on this argument, the first hypothesis is formulated as follows:

H_1: Social Media Marketing has a positive effect on the Purchase Decisions of consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District.

Customer Experience and Purchase Decision

Customer Experience can influence Purchase Decisions because interactions with products and services provide information for evaluating available choices. Experiences related to accessibility, competence, problem-solving, promise fulfillment, and value for time can shape consumer evaluations and support Purchase Decisions. Aqewno et al. (2023), Rejikumar et al. (2024), Perangin-Angin et al. (2024), and Nurwansyah et al. (2025) support the relevance of Customer Experience, particularly in online food delivery contexts. From the Consumer Decision-Making Model perspective, these experiences contribute to consumer evaluations and choices. Therefore, better Customer Experience can support Purchase Decisions. Based on this argument, the second hypothesis is formulated as follows:

H_2: Customer Experience has a positive effect on the Purchase Decisions of consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District.

Social Media Marketing, Customer Experience, and Purchase Decision

Consumer Purchase Decisions can be influenced by information and experiences throughout the decision-making process. Social Media Marketing provides information and interactions that support product recognition and alternative evaluation, while Customer Experience reflects consumers' experiences with products and services. From the Consumer Decision-Making Model perspective, both factors contribute to information search and alternative evaluation before a Purchase Decision. Empirical studies support the relevance of Social Media Marketing (Hanaysha, 2022; Narottama & Moniaga, 2022; Anas et al., 2023) and Customer Experience (Aqewno et al., 2023; Rejikumar et al., 2024; Perangin-Angin et al., 2024; Nurwansyah et al., 2025) to consumer responses and evaluations. Therefore, both factors are assumed to jointly influence Purchase Decisions. Based on this argument, the third hypothesis is formulated as follows:

H_3: Social Media Marketing and Customer Experience simultaneously affect the Purchase Decisions of consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District.

Conceptual Framework

Based on the Consumer Decision-Making Model and previous studies, this study positions Social Media Marketing and Customer Experience as independent variables

and Purchase Decision as the dependent variable. Social Media Marketing supports product recognition and alternative evaluation, while Customer Experience shapes purchase decisions through interactions with products and services. This study examines their partial and simultaneous effects on Purchase Decision, as illustrated in Figure 2.

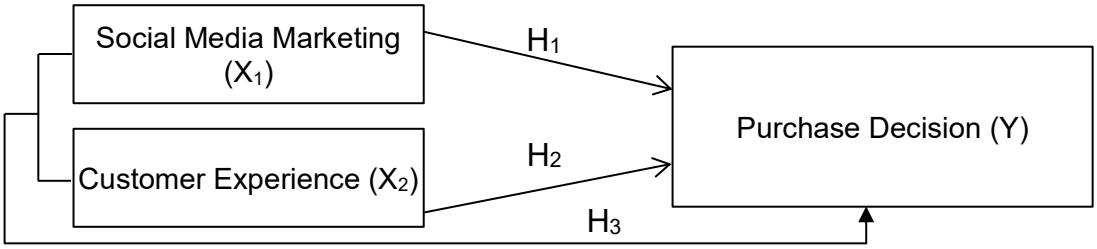


Figure 2. Conceptual Framework

The conceptual framework in Figure 2 shows that Social Media Marketing (X1) and Customer Experience (X2) are expected to influence Purchase Decision (Y). H1 represents the effect of Social Media Marketing on Purchase Decision, while H2 represents the effect of Customer Experience. H3 examines their simultaneous effect on Purchase Decision. Thus, the framework integrates both variables within the Consumer Decision-Making Model to explain Purchase Decision.

RESEARCH METHOD

This study employed a quantitative explanatory cross-sectional survey to examine the effects of Social Media Marketing and Customer Experience on Purchase Decisions among consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District, Medan City, North Sumatra (Sugiyono, 2022; Sekaran & Bougie, 2016; Sinaga, 2023). Conducted from June to September 2026, the study used primary data from structured questionnaires and secondary data from relevant official sources (Sugiyono, 2022; Rezeki et al., 2025). The population comprised consumers who had purchased from culinary MSMEs in Medan Johor District through GoFood or GrabFood. Purposive sampling was applied to 140 respondents who were at least 17 years old, resided in Medan City, had made a purchase within the previous six months, and had encountered the MSME through social media. Screening questions verified the purchase and required respondents to identify their most recently purchased MSME or merchant, ensuring that eligibility was based on the merchant's location rather than the respondent's residence district. All questionnaire statements referred to the identified merchant. Based on Hair et al. (2022), the sample of 140 respondents met the recommended requirement of 70 to 140 respondents for 14 indicators and was analyzed using multiple linear regression.

Data were collected using a closed-ended questionnaire with a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Sugiyono, 2022). The study consists of Social Media Marketing and Customer Experience as independent variables and Purchase Decision as the dependent variable. Measurement items were adapted from Yadav & Rahman (2017) for Social Media Marketing, Nurwansyah et al. (2025) for Customer Experience, and Burhanuddin et al. (2025) for Purchase Decision. The operational definitions and indicators are presented in Table 1.

Table 1.
Operationalization of Research Variables

Variable	Operational Definition	Indicator	Source
Social Media Marketing (X1)	Consumers' perceptions of social media marketing activities conducted by culinary MSMEs to provide information, establish communication and interaction, and encourage consumer responses to the products offered.	Interactivity, informativeness, personalization, trendiness, and word-of-mouth	Yadav & Rahman (2017)
Customer Experience (X2)	The overall experience and evaluation formed through a series of consumer interactions with culinary MSME products and services throughout the purchasing process.	Accessibility, competence, problem-solving, promise fulfillment, and value for time	Nurwansyah et al. (2025)
Purchase Decision (Y)	Consumers' decisions to select and purchase culinary MSME products after obtaining information and evaluating various alternatives based on their needs and preferences.	Product brand selection, purchase quantity, payment method, and distributor selection	Burhanuddin et al. (2025)

Sources: Adapted from Yadav & Rahman (2017), Nurwansyah et al. (2025), dan Burhanuddin et al. (2025)

Before multiple linear regression, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests (Sugiyono, 2022; Wijaya et al., 2026). The regression model used was:

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

Where
Y = Purchase Decision
X_1 = Social Media Marketing
X_2 = Customer Experience
α = constant
β_1 and β_2 = regression coefficients
e = error term.

Hypothesis testing used the t-test to examine the partial effects of Social Media Marketing (H1) and Customer Experience (H2) on Purchase Decision, while the F-test examined their simultaneous effect (H3). The coefficient of determination (R^2) assessed the proportion of Purchase Decision variation explained by the independent variables. All tests used a 5% significance level (α = 0.05).

RESULT AND DISCUSSION

Validity and Reliability Tests

The validity test was conducted on a pilot sample consisting of thirty respondents who were not included in the research sample. The test results are presented below:

Table 2.
Validity Test Result

Statement	r_{count}	r_{table}	Criteria	Information
Social Media Marketing				
1	0.718	0.361	$r_{count} > r_{table}$	Valid
2	0.573	0.361	$r_{count} > r_{table}$	Valid
3	0.693	0.361	$r_{count} > r_{table}$	Valid
4	0.744	0.361	$r_{count} > r_{table}$	Valid
5	0.644	0.361	$r_{count} > r_{table}$	Valid
6	0.663	0.361	$r_{count} > r_{table}$	Valid
7	0.731	0.361	$r_{count} > r_{table}$	Valid
8	0.671	0.361	$r_{count} > r_{table}$	Valid
9	0.686	0.361	$r_{count} > r_{table}$	Valid
10	0.738	0.361	$r_{count} > r_{table}$	Valid
Customer Experience				
1	0.680	0.361	$r_{count} > r_{table}$	Valid
2	0.525	0.361	$r_{count} > r_{table}$	Valid
3	0.608	0.361	$r_{count} > r_{table}$	Valid
4	0.744	0.361	$r_{count} > r_{table}$	Valid
5	0.578	0.361	$r_{count} > r_{table}$	Valid
6	0.614	0.361	$r_{count} > r_{table}$	Valid
7	0.666	0.361	$r_{count} > r_{table}$	Valid
8	0.599	0.361	$r_{count} > r_{table}$	Valid
9	0.593	0.361	$r_{count} > r_{table}$	Valid
10	0.747	0.361	$r_{count} > r_{table}$	Valid
Purchase Decision				
1	0.649	0.361	$r_{count} > r_{table}$	Valid
2	0.779	0.361	$r_{count} > r_{table}$	Valid
3	0.771	0.361	$r_{count} > r_{table}$	Valid
4	0.766	0.361	$r_{count} > r_{table}$	Valid
5	0.642	0.361	$r_{count} > r_{table}$	Valid
6	0.589	0.361	$r_{count} > r_{table}$	Valid
7	0.633	0.361	$r_{count} > r_{table}$	Valid
8	0.672	0.361	$r_{count} > r_{table}$	Valid

Source: Processed Research Data, 2026

The table above shows that the validity test results for all variables indicate that all Corrected Item-Total Correlation values are greater than the r-table value of 0.361. Therefore, all questionnaire items for the variables are considered valid and suitable for use in the study.

The reliability test was conducted on a pilot sample consisting of thirty respondents who were not included in the research sample. The test results are presented below:

Table 3.
Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Social Media Marketing	0.876	10
Customer Experience	0.837	10
Purchase Decision	0.838	8

Source: Processed Research Data, 2026

Based on the table above, the items for all variables have values greater than 0.60. Therefore, it can be concluded that all variables demonstrate acceptable reliability.

Respondent Characteristics

The study involved 140 customers of culinary MSMEs in Medan Johor District. Respondent characteristics included gender, age, domicile, most recently used online food delivery platform, purchase frequency, and social media platforms used for information. Most respondents were women, aged 25–34, domiciled in Medan Johor District, and had most recently used GoFood. Most had purchased culinary MSME products two to three times in the previous six months. Instagram and WhatsApp were the most frequently used platforms for obtaining information about culinary MSMEs. These characteristics indicate that respondents had relevant experience with the research object.

Normality Test

The noramlity test results are presented below:

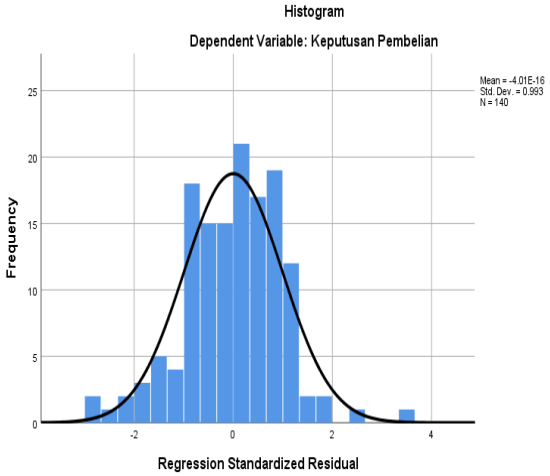


Figure 3. Histogram Graphic
Source: Processed Research Data, 2026

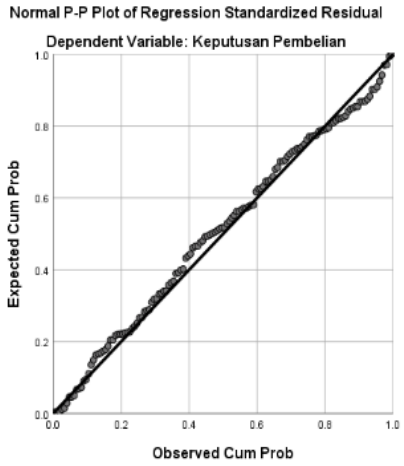


Figure 4. Normal Probability Plot Regression Graphic
Source: Processed Research Data, 2026

Based on the figure, the curve appears bell-shaped and is not skewed to either the left or right. The points are also distributed around and follow the diagonal line. Therefore, the residuals of the regression model can be considered normally distributed and to satisfy the normality assumption.

The results of the normality test using the One-Sample Kolmogorov-Smirnov test are presented below:

Table 4.
One-Sample Kolmogorov Smirnov Test

Test	N	P-Value	Conclusion
Kolmogorov-Smirnov Residual	140	0.200	Normal

Source: Processed Research Data, 2026

Based on the Kolmogorov-Smirnov test, the significance value was 0.200 > 0.05. Therefore, the residuals of the regression model can be considered normally distributed, indicating that the normality assumption is satisfied.

Heteroscedasticity Test
The test results are presented in the following figure.

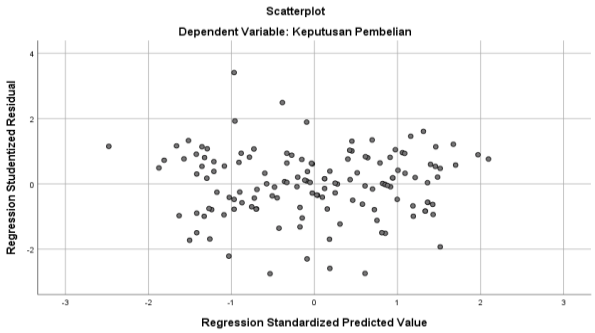


Figure 5. Scatterplot Graph
Source: Processed Research Data, 2026

Based on the scatterplot, the points are randomly distributed above and below zero on the Y-axis without forming a specific pattern, indicating no heteroscedasticity.

Multicollinearity Test
The multicollinearity test showed that Social Media Marketing and Customer Experience each had a tolerance value of 0.807 and a VIF value of 1.239. Since tolerance > 0.10 and VIF < 10, no multicollinearity was identified.

Research Results
The results are presented in Table 4 below.

Table 5.
Research Results

Prediktor	B	SE	Beta	t	p	Tolerance	VIF
Konstanta	2.737	1.997	–	1.370	0.173	–	–
Social Media Marketing	0.320	0.059	0.351	5.390	<0.001	0.807	1.239
Customer Experience	0.433	0.056	0.502	7.693	<0.001	0.807	1.239

Model: $F(2,137)=77.252$; $p<0.001$; $R^2=0.530$; Adjusted $R^2=0.523$.
Source: Processed Research Data, 2026

The regression equation is Purchase Decision = 2.737 + 0.320 Social Media Marketing + 0.433 Customer Experience + e. The constant (α) of 2.737 indicates that when Social Media Marketing and Customer Experience are zero, Purchase Decision is 2.737. The coefficient of Social Media Marketing (b1) of 0.320 indicates a positive effect, meaning that a one-unit increase in Social Media Marketing increases Purchase Decision by

0.320 units, assuming Customer Experience remains constant. Similarly, the Customer Experience coefficient (b2) of 0.433 indicates that a one-unit increase in Customer Experience increases Purchase Decision by 0.433 units, assuming Social Media Marketing remains constant.

The t-test results indicate that Social Media Marketing has a positive and significant effect on Purchase Decision (B = 0.320; β = 0.351; t = 5.390; $p < 0.001$), supporting H1. Customer Experience also has a positive and significant effect on Purchase Decision (B = 0.433; β = 0.502; t = 7.693; $p < 0.001$), supporting H2. Simultaneously, the regression model is statistically significant, $F(2,137) = 77.252$; $p < 0.001$, supporting H3. The Adjusted R^2 value of 0.523 indicates that 52.3% of the variation in Purchase Decision can be explained by Social Media Marketing and Customer Experience in the research model.

DISCUSSION

The Effect of Social Media Marketing on Purchase Decisions

Social Media Marketing has a positive effect on Purchase Decisions among consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District. Social media supports product recognition and alternative evaluation through interactivity, informativeness, personalization, trendiness, and word-of-mouth. This finding is consistent with Hanaysha (2022) and Narottama and Moniaga (2022) and supports the Consumer Decision-Making Model, particularly the information search and alternative evaluation stages. In the culinary context, visual content, product descriptions, customer reviews, and promotions help consumers assess products before purchasing. For culinary MSMEs, social media marketing increases product visibility, communicates menu variety and pricing, and provides promotional information. Engaging content and customer reviews can also reduce information asymmetry and perceived purchase risk while strengthening consumer trust. However, its influence depends on the credibility and consistency of information, as consumers may compare social media content with ratings and reviews on food delivery platforms before making final purchase decisions.

The Effect of Customer Experience on Purchase Decisions

Customer Experience has a positive effect on Purchase Decisions, with a higher standardized coefficient than Social Media Marketing. Accessibility, competence, problem-solving, promise fulfillment, and time efficiency shape consumers' evaluations of culinary MSMEs. This finding is consistent with Aqewno et al. (2023) and Nurwansyah et al. (2025) and supports the Consumer Decision-Making Model, in which previous experiences inform subsequent purchase evaluations. In food delivery transactions through GoFood and GrabFood, ordering convenience, order accuracy, delivery efficiency, complaint handling, and product consistency influence consumer confidence. Positive experiences reduce uncertainty and encourage repeat purchases, while negative experiences may discourage purchases despite attractive promotions. Therefore, Customer Experience may have a stronger influence on Purchase Decisions because it reflects consumers' direct evaluations of the purchasing process, whereas Social Media Marketing primarily provides information and generates initial interest.

The Simultaneous Effect of Social Media Marketing and Customer Experience on Purchase Decisions

Social Media Marketing and Customer Experience simultaneously affect Purchase Decisions, explaining 52.3% of the variation based on the Adjusted R^2 value. Social media provides external information, while Customer Experience reflects internal evaluations based on previous interactions. This finding indicates that consumers using GoFood and GrabFood consider both promotional content and service quality when

making purchase decisions. Consistency between social media promotions and actual product and service experiences can strengthen consumer trust and purchase confidence. The remaining 47.7% of variation may be explained by other factors, such as price, food quality, brand reputation, delivery costs, and consumer preferences. Therefore, culinary MSMEs need to integrate effective digital marketing with consistent service quality to support Purchase Decisions.

CONCLUSION

This study demonstrates that Social Media Marketing and Customer Experience have positive effects on the Purchase Decisions of consumers of culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District. Simultaneously, both variables significantly explain Purchase Decision, with an Adjusted R^2 of 0.523. Customer Experience exhibits a higher standardized coefficient than Social Media Marketing, indicating a relatively stronger relationship within the research model. These findings emphasize that Purchase Decisions in the context of online food delivery are associated not only with the quality of information and marketing interactions through social media but also with consumers' actual experiences while obtaining products and services. Accordingly, the effectiveness of digital marketing needs to be supported by consistent service experiences to strengthen consumers' evaluations and Purchase Decisions.

RECOMMENDATION

Culinary MSMEs partnering with GoFood and GrabFood in Medan Johor District are recommended to manage their social media activities more consistently by providing clear information regarding menus, prices, promotions, and product availability; responding to consumer questions and comments; adapting content to consumer preferences; and following relevant culinary trends. In terms of Customer Experience, MSME owners should ensure ease of service access, accurate order processing, consistency between products and the information displayed, responsive complaint resolution, and an efficient ordering process. These efforts are important to ensure consistency between the information communicated through social media and the actual experiences received by consumers. Future research may examine other variables not included in the current model, such as perceived value, trust, product quality, price perception, or e-service quality, as well as expand the research area and employ research designs or sampling techniques that allow for stronger generalization.

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