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The Impact of Social Media Marketing and Live Streaming on Consumer Purchase Decisions for The Maglenn.Id Brand: The Mediating Role of Customer Engagement

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Abstrak

Perkembangan pesat media sosial dan fitur interaktif seperti Live Streaming telah mengubah perilaku belanja konsumen, khususnya di sektor fashion. Pergeseran ini semakin dipercepat oleh kemunculan platform e-commerce dan meningkatnya preferensi konsumen terhadap interaksi langsung dan real-time dengan merek. Bagi usaha mikro, kecil, dan menengah (UMKM) seperti Maglenn.id, Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 140 responden konsumen Maglenn.id. Analisis data dilakukan dengan teknik Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dengan program SmartPLS 4.0. Hasil penelitian menunjukkan bahwa pemasaran sosial media dan live streaming memiliki pengaruh yang positif dan signifikan terhadap keterlibatan pelanggan, dan bahwa keterlibatan pelanggan memiliki pengaruh yang signifikan terhadap keputusan pelanggan untuk membeli barang. Selain itu, penelitian juga menemukan bahwa pemasaran sosial media dan live streaming memiliki pengaruh langsung terhadap keputusan pelanggan untuk membeli barang. Terbukti bahwa keterlibatan pelanggan berfungsi sebagai variabel mediasi yang memperkuat hubungan antara strategi pemasaran digital dan keputusan pembelian konsumen. Studi ini memberikan implikasi strategis bagi UMKM fashion untuk mengoptimalkan interaksi digital untuk meningkatkan loyalitas pelanggan dan keputusan pembelian mereka.

Kata kunci: *Social Media Marketing; Live Streaming; Customer Engagement; Keputusan Pembelian; UMKM; Maglenn.id*

Abstract

The rapid expansion of social media and interactive features such as Live Streaming has reshaped consumer shopping behavior, particularly in the fashion sector. This shift has been driven by the emergence of e-commerce platforms and the growing preference for real-time relationship between brands and consumers. For micro, small, and medium-sized enterprises (MSMEs) like Maglenn.id This study takes a quantitative approach and uses a survey method with 140 respondents who are Maglenn.id clients. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method via SmartPLS 4.0 software. The results reveal that Social Media Marketing and Live Streaming have a positive and considerable effect on Customer Engagement, which in turn greatly influences purchasing decisions. Customer Engagement is proven to act as a mediating variable that strengthens the relationship between digital marketing strategies and consumer purchasing decisions. This research provides strategic implications for fashion MSMEs to better leverage digital interaction to enhance customer loyalty and purchase behavior.

Keywords: Social Media Marketing; Live Streaming; Customer Engagement; Purchase Decision; MSME; Maglenn.id

1. Introduction

In addition to changing traditional marketing into a more participatory, two-way communication paradigm, digital technology—particularly the internet and social media—has given organizations previously unheard-of chances to reach a wider audience and have an impact on customer decision-making. This change has had a significant influence, especially on Micro, Small, and

Medium Enterprises (MSMEs), which are the foundation of the country's economy, in Indonesia, where internet penetration is high and social media usage is among the most active worldwide.

The Indonesian Ministry of Cooperatives and SMEs reports that there are over 66 million MSMEs in the country as of 2023. These enterprises account for almost 61% of the country's GDP and employ approximately 117 million people, or 97% of the workforce. In the face of digitization, these enterprises are increasingly turning to digital platforms—especially social media—to promote and sell their products. Platforms like Instagram, TikTok, Facebook, and WhatsApp are no longer just spaces for social interaction; they have evolved into dynamic digital marketplaces where brands and consumers meet, interact, and transact.

Social Media Marketing (SMM) has evolved into a strategic pillar within the contemporary digital economy. By harnessing the inherently interactive features of social media platforms, firms are able to establish more dynamic and two-way communication with their target audiences. This interaction facilitates the delivery of relevant and personalized content aligned with consumers' preferences and needs, thereby enhancing customer engagement. Over time, such an approach contributes to the development of favorable brand perceptions and the strengthening of long-term customer loyalty. SMM enables MSMEs to compete with larger brands by narrowing the communication gap with consumers and creating engaging brand narratives that resonate with digital-native customers. In particular, visual content, influencer collaborations, and paid promotions have become powerful tools to drive visibility and conversions.

Another critical feature that has revolutionized digital marketing is Live Streaming. With its ability to deliver real-time interaction, product demonstrations, and direct engagement with consumers, Live Streaming has become an increasingly popular method for digital selling. On platforms like TikTok Shop, sellers can showcase their products, answer questions, and provide promotional offers—all in a live format that simulates the experience of physical shopping. This method is especially relevant in the fashion industry, where consumers often seek a more immersive understanding of how products look and feel before purchasing.

Despite these technological advantages, many MSMEs still struggle to translate their digital marketing efforts into measurable sales growth. One such example is Maglenn.id, a local fashion brand that targets women's daily wear consumers and heavily utilizes TikTok Live Streaming and social media advertising to promote its products. While the brand has been active in adopting these digital tools, internal performance data from January to March 2024 revealed a declining trend in gross merchandise value (GMV), total orders, and customer visits. These challenges highlight a potential gap between marketing efforts and actual consumer behavior—suggesting that other underlying factors may be at play.

To investigate this phenomenon, it is important to consider the concept of Customer Engagement, which refers to the psychological and behavioral involvement of consumers with a brand. This includes not only transactional actions such as purchases but also non-transactional interactions such as commenting, liking, sharing, and participating in brand-related content. The literature has increasingly recognized Customer Engagement as a critical mediator that links marketing activities to purchase decisions. Scholars such as Brodie et al. (2011) and Hollebeek et al. (2014) argue that highly engaged customers are more likely to develop emotional bonds with a brand, which in turn increases their likelihood of repurchase, advocacy, and loyalty.

Several recent studies (e.g., Matin & Laksamana, 2023; Yi et al., 2023) also support the view that Social Media Marketing and Live Streaming influence consumer behavior more significantly when they succeed in fostering Customer Engagement. However, most of these studies focus on large-scale brands or multinational corporations, with limited research examining how this dynamic plays out within the constraints and unique challenges of MSMEs—particularly in local Indonesian contexts. Moreover, there is still a lack of empirical studies that examine the simultaneous effects of both Social Media Marketing and Live Streaming, especially when mediated by Customer Engagement, on actual purchase decisions.

Given these gaps, the present study aims to explore how Social Media Marketing and Live Streaming influence purchase decisions among consumers of Maglenn.id, with Customer Engagement positioned as a mediating variable. This research is significant not only for academic contribution but also for its practical implications: by identifying which digital marketing components most effectively drive consumer action, MSMEs can better allocate their limited resources and develop more strategic, consumer-centered campaigns.

Ultimately, this study aims to deliver a more comprehensive and in-depth understanding of how interactive digital strategies influence consumer decision-making processes. The analysis is situated within the context of a local fashion MSME operating in an increasingly competitive market and a rapidly evolving social commerce environment. By adopting this perspective, the study seeks to uncover the underlying behavioral mechanisms through which consumers respond to interactive digital stimuli, thereby providing relevant empirical insights to support the development of more adaptive, competitive, and sustainable digital marketing strategies for fashion MSMEs in the contemporary digital economy. The insights generated from this study are expected to assist

similar businesses in navigating the challenges of digital transformation and capitalizing on the potential of social media and Live Streaming as tools for sustainable growth.

2. Literature Review

Social Media Marketing (SMM) has increasingly been recognized as a vital element of contemporary digital marketing strategies, particularly for brands seeking to engage digitally native consumers. According to Kim and Ko (2012), SMM encompasses a range of marketing activities implemented through social media platforms with the objective of generating added value via social interaction. Such interactions enable brands to go beyond mere promotional communication by facilitating engagement, dialogue, and relationship-building with consumers. Consequently, SMM not only enhances brand awareness and visibility but also plays a significant role in strengthening consumer trust, fostering brand loyalty, and ultimately stimulating purchase intention.

Kotler and Keller (2016) further explain that social media marketing involves leveraging platforms like Instagram, TikTok, Facebook, and WhatsApp to facilitate direct interaction with consumers, disseminate promotional content, and personalize brand communication. In particular, interactive elements—such as comments, shares, live sessions, and influencer collaborations—enhance the consumer experience and trigger behavioral responses aligned with purchase decisions.

Moreover, SMM enables micro and small businesses to compete with larger brands by offering an affordable, real-time communication channel. This is particularly vital for MSMEs in developing economies such as Indonesia, where digital tools serve as equalizers in competitive markets.

In recent years, Live Streaming has emerged as a powerful digital commerce tool, providing brands with a real-time medium to connect with their audiences. Unlike traditional video content, Live Streaming allows brands to demonstrate products, offer time-limited discounts, and respond to viewer inquiries instantly. According to Chen and Lin (2018), Live Streaming has a significant impact on consumer purchase intentions by enhancing credibility, emotional connection, and urgency in decision-making.

This immersive experience replicates in-person shopping, enabling consumers to gain deeper product knowledge and trust. Several studies (e.g., Yi et al., 2023; Mausul & Ma'mun, 2024) have emphasized the importance of host professionalism, product relevance, and interactive communication in influencing purchase behavior during Live Streaming sessions. Additionally, Hyun Jung Park and Li Min Lin (2020) found that the congruence between the influencer (or host) and the product contributes positively to both utilitarian and hedonic consumer attitudes.

The consumer purchase decision process includes stages such as need recognition, information search, evaluation of alternatives, actual purchase, and post-purchase behavior (Schiffman & Kanuk, 2015). Tjiptono (2018) defines it as a process driven by a combination of personal interests and contextual influences. Several factors—internal (e.g., motivation, perception) and external (e.g., social influence, marketing stimuli)—shape these decisions.

Rahmawati (2020) found that factors like brand image and promotion directly impact purchasing behavior in the fashion sector. Hidayat & Putri (2021) emphasized trust and information accessibility as central to online consumer decision-making. Meanwhile, Wijaya and Pratama (2019) highlighted the increasing significance of social media interactions and influencer marketing as critical factors in influencing and shaping consumer decision-making processes.

Customer Engagement (CE) refers to the cognitive, emotional, and behavioral involvement of consumers with a brand (Brodie et al., 2011). Vivek et al. (2012) expand this to include online and offline interactions. In today's digital landscape, engagement goes beyond transaction, encompassing ongoing consumer-brand relationships that enhance loyalty and decision-making.

The multidimensional nature of Customer Engagement (CE), comprising cognitive, emotional, and behavioral dimensions, has been widely supported in prior empirical studies. Hollebeek et al. (2014) demonstrated that consumers who actively process brand-related information (cognitive engagement), develop emotional attachments to the brand (emotional engagement), and participate in brand-related activities or interactions (behavioral engagement) tend to exhibit higher levels of loyalty and are more inclined toward repeat purchasing behavior. Furthermore, Matin and Laksamana (2023) highlighted the strategic role of CE as a mediating variable that strengthens the relationship between digital marketing initiatives and consumers' purchase intentions, indicating that effective digital marketing efforts are more likely to translate into purchase outcomes when consumer engagement is successfully established.

3. Methods

This study employs a quantitative explanatory research design to empirically investigate the causal relationships among Social Media Marketing, Live Streaming, Customer Engagement, and Purchase Decision. The explanatory approach is deemed appropriate as the research focuses on testing predefined hypotheses and identifying both direct and indirect effects among the examined variables. As stated by Sugiyono (2014), explanatory research is particularly suitable when the objective is to explain intervariable relationships through statistical analysis, especially when utilizing advanced analytical methods such as Structural Equation Modeling (SEM), which enables a comprehensive assessment of complex causal structures.

The research uses both primary and secondary data to strengthen the validity of its findings:

- Primary Data was collected through structured questionnaires distributed to active customers of Maglenn.id, a local fashion MSME operating in Indonesia.
- Secondary Data was obtained from internal company documents, such as sales reports and customer insights, as well as relevant literature from previous studies, journals, and academic books to support the theoretical framework.

The population of this study includes all consumers who have purchased products from Maglenn.id via online platforms, particularly through TikTok Shop. Due to the unknown size of the population, the sampling method follows Ferdinand's (2006) guideline, where the minimum sample size is calculated by multiplying the number of indicators (28) by a factor of 5. This results in a minimum requirement of 140 respondents.

A non-probability sampling technique was employed, combining:

- Purposive Sampling, to ensure respondents were actual buyers of Maglenn.id products, The research specifically focuses on the digital marketing dynamics and purchasing behavior toward the Maglenn.id brand. Therefore, the primary criteria for respondents were that they must have previously purchased a Maglenn.id product and must have been exposed to its marketing activities (SMM and/or Live Streaming). This selection criterion ensures that the collected data comes from a population with direct, relevant experience related to the variables under investigation.
- and Accidental Sampling, targeting customers who were encountered while browsing or engaging on the brand's digital platforms during the survey period (January–June 2025). Since the survey was disseminated online (via social media platforms or links shared by Maglenn.id's Live Streaming host), Accidental Sampling was employed to collect data from individuals who coincidentally accessed or came across the questionnaire during the data collection period.

Data was gathered using two primary techniques:

- Questionnaire Survey: The main instrument was a self-administered questionnaire, distributed in digital form using Google Forms. The questionnaire was organized into two primary sections: (1) respondents' demographic profiles and (2) measurement items representing each research variable. Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).
- Literature Review: Used to develop theoretical constructs and support the development of the research model and hypotheses.

Four constructs were measured in this study:

- Social Media Marketing (SMM), with dimensions such as entertainment, interaction, trendiness, customization, and word of mouth.
- Live Streaming (LS), with dimensions including host credibility, product information, and shopping convenience.
- Customer Engagement (CE), comprising cognitive, emotional, and behavioral engagement.
- Purchase Decision (PD), evaluated through need recognition, information search, and buying intent.

Each construct was operationalized using indicators from prior empirical studies, ensuring content validity and conceptual alignment.

This study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software as the primary analytical tool. PLS-SEM is widely recognized as a suitable approach for exploratory and predictive research in the social sciences, as it enables the examination of complex relationships among latent constructs. In addition, this method is particularly advantageous when dealing with relatively small sample sizes and data that do not fully meet the assumptions of multivariate normality. Therefore, PLS-SEM offers a robust and flexible analytical technique for model estimation and hypothesis testing, especially in applied research contexts such as studies on micro, small, and medium-sized enterprises (Hair et al., 2017).

The analysis process involved the following stages:

- To determine the validity and reliability of each construct, the measurement model (outer model) was evaluated. The Fornell–Larcker criterion and cross-loading analysis were used to assess discriminant validity, whilst the Average Variance Extracted (AVE) was used to assess convergent validity. Additionally, to make sure that the measurement items consistently, accurately, and reliably represented their respective latent constructs, internal consistency reliability was evaluated by computing Cronbach's Alpha and Composite Reliability..
- The structural model (inner model) was analyzed to test the hypothesized relationships among the constructs. This evaluation entailed scrutinizing the path coefficients to measure the strength and statistical significance of each link, alongside calculating the coefficient of determination (R^2) to ascertain the model's explanatory capacity. In addition, effect size (f^2) was calculated to assess the relative contribution of each exogenous construct, while predictive relevance (Q^2) was evaluated to measure the model's ability to accurately predict the endogenous variables.
- To assess the importance of both direct and indirect effects inside the model, hypothesis testing was carried out using the bootstrapping approach with 5,000 resamples. P-values were used to assess the statistical significance of the proposed associations; values less than 0.05 indicated statistically significant effects.

Given the inclusion of Customer Engagement as a mediating variable, mediation analysis was performed within the PLS-SEM framework. The analysis involved:

- Assessing both direct and indirect effects of SMM and LS on PD.
- Determining the type of mediation (full, partial, or none) using the procedures outlined by Hair et al. (2017).
- Interpreting the role of engagement not only as a statistical mediator but also as a strategic driver of digital consumer behavior.

To assess the overall quality of the proposed research model, the Goodness of Fit (GoF) index was computed as the geometric mean of the average communality and the average coefficient of determination (R^2). Based on the benchmarks suggested by Tenenhaus et al. (2005), GoF values of 0.10, 0.25, and 0.38 indicate small, moderate, and substantial levels of model fit, respectively. The findings of this study reveal that the calculated GoF value exceeded the threshold of 0.25, indicating that the research model exhibits a satisfactory overall fit. This result suggests that the model possesses adequate explanatory capability and is appropriate for representing the relationships among the constructs examined in the study

4 Result and Discussion

This study is motivated by a critical performance phenomenon experienced by Maglenn.id, a local fashion MSME. Although the brand actively leverages digital features such as *TikTok Live Streaming* and social media advertising, the company's internal data from January to March 2024 revealed a declining trend in *gross merchandise value* (GMV), total orders, and customer visits.

This drop in real sales performance (GMV and orders) indicates a potential gap between the digital marketing efforts undertaken and actual consumer purchasing behavior. The Structural Equation Modeling (SEM) analysis using Partial Least Squares (PLS) was then employed to identify the psychological mechanism that was missing or less effective in bridging this conversion gap. presents the results of hypothesis testing to evaluate the direct effects among variables in the proposed model.

Table 1 Hypothesis Results

	Original (O)	sample (M)	Sample mean	Standard (STDEV)	deviation	T (O/STDEV)	statistics	P values
<i>Customer Engagement</i> -> <i>Keputusan Pembelian</i>	0.399	0.399		0.094		4.257		0.000
<i>Live Streaming</i> -> <i>Customer Engagement</i>	0.203	0.209		0.075		2.720		0.007
<i>Live Streaming</i> -> <i>Keputusan Pembelian</i>	0.304	0.293		0.129		2.364		0.018
<i>Social Media Marketing</i> -> <i>Customer Engagement</i>	0.671	0.670		0.068		9.831		0.000
<i>Social Media Marketing</i> -> <i>Keputusan Pembelian</i>	0.217	0.227		0.117		1.850		0.064

The analysis revealed the following key findings:

- Social Media Marketing (SMM) has a strong and significant positive effect on Customer Engagement (CE) ($\beta = 0.671$, $p < 0.001$), confirming that strategic use of social media significantly enhances consumer involvement. Theoretically, these findings reinforce the perspective proposed by Tuten and Solomon (2018), who argue that social media serves not

merely as a communication channel but as a dynamic arena for interaction between brands and customers. Two-way communication, appealing product visualization, and social engagement position Social Media Marketing (SMM) as a strategic instrument in fostering customer attachment. Furthermore, the results of this study are consistent with the findings of Godey et al. (2016), which emphasize that effective SMM practices—through the presentation of visually engaging content and interactive campaigns—directly contribute to enhancing brand engagement and customer equity. In the context of Maglenn.id, this is evident in the dominance of social media platforms (such as TikTok and Instagram) as the primary channels for communication, promotion, and consumer engagement. The visual and interactive strategies employed have proven successful in creating closeness and a strong sense of participation among customers, as also reflected in the findings of the preliminary survey.

- Live Streaming (LS) has a moderate and significant effect on Customer Engagement ($\beta = 0.203$, $p = 0.007$), suggesting that interactive, real-time content strengthens user-brand interaction. Theoretically, these findings are consistent with the interactivity model in digital marketing proposed by Liu and Shrum (2002), which emphasizes that higher interactivity within a medium enhances consumer engagement, information processing, and affective responses. Furthermore, Widiyaningsih and Nugroho (2024) found that consumers' attitudes toward a product can mediate the relationship between Live Streaming and purchase intention.
- Customer Engagement itself exerts a direct, statistically significant impact on Purchase Decision (PD) ($\beta = 0.399$, $p < 0.001$), establishing CE as a critical predictor of actual buying behavior. Theoretically, these findings reinforce the concept of engagement as a psychological determinant in the purchasing process. Brodie et al. (2011) define Customer Engagement as a psychological state that emerges from interactions between consumers and a brand, encompassing cognitive (attention and understanding), affective (emotions), and conative (intention to act) dimensions. In the digital context, these three dimensions play a pivotal role in shaping comprehensive experiences that influence purchasing decisions. This finding is further supported by the study of Vivek et al. (2012), which emphasizes that customer engagement serves as a crucial link between brand experience and behavioral outcomes such as purchase, recommendation, and loyalty. In this study, the interactions fostered by Maglenn.id through social media content, Live Streaming features, and direct communication have proven to be essential elements in enhancing meaningful engagement.
- Live Streaming also shows a direct effect on Purchase Decision ($\beta = 0.304$, $p = 0.018$), indicating that LS not only engages consumers but can directly drive purchase action. These findings are supported by various previous studies. For instance, Chen and Lin (2018) found that trust and interactivity in Live Streaming positively influence purchase decisions. Similarly, Xu et al. (2021) identified that elements such as trust, interactivity, and entertainment in Live Streaming sessions are significant factors driving purchase decisions. Li et al. (2020) and Yi et al. (2023) also emphasized that Live Streaming creates immersive experiences and a sense of urgency, which ultimately stimulate both impulsive and planned purchase decisions.
- However, Social Media Marketing does not have a significant direct effect on Purchase Decision ($\beta = 0.217$, $p = 0.064$). This finding suggests that the impact of SMM on buying behavior is likely indirect, possibly through the mediation of Customer Engagement. Research in line with Erkan and Evans (2016) shows that reviews and recommendations from social media, although not directly driving purchases, play an important role in building trust and strengthening purchase intentions through mechanisms of engagement and social evaluation. Yadav and Rahman (2018) found that Social Media Marketing has a significant influence on purchase decisions in the fashion industry context, particularly through platforms like Instagram, which, due to their visual and interactive nature, are more effective in fostering consumer engagement.

These results validate four out of five proposed hypotheses. Notably, the lack of a significant direct path from SMM to PD indicates the need for further investigation into indirect effects, particularly those mediated through engagement. Summarizes the mediation analysis assessing the indirect effects via Customer Engagement.

Table 2 Mediation Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Live Streaming -> Customer Engagement -> Keputusan Pembelian</i>	0.081	0.084	0.038	2.130	0.033
<i>Social Media Marketing -> Customer Engagement -> Keputusan Pembelian</i>	0.268	0.267	0.069	3.888	0.000

The mediation analysis was conducted to examine whether Customer Engagement functions as an intervening variable in the relationships between the independent variables, namely Social Media Marketing and Live Streaming, and the dependent variable, Purchase Decision. This analysis was performed within the PLS-SEM framework using the bootstrapping procedure, which enables robust estimation of indirect effects without assuming data normality. Consequently, this approach provides more reliable statistical inference regarding the presence and strength of mediation effects within the proposed research model.

Interpretation of Mediation Results:

1. The results indicate that the indirect effect of Social Media Marketing on Purchase Decision through Customer Engagement was statistically significant ($\beta = 0.268$, $T = 3.888$, $p < 0.001$). This finding suggests that although the direct effect of Social Media Marketing on Purchase Decision was not statistically significant, its influence becomes substantial when mediated by Customer Engagement. In other words, Customer Engagement serves as a pivotal mediating mechanism by fully channeling the influence of social media marketing activities into consumers' purchase decisions. This finding underscores the strategic importance of engagement-oriented processes in converting digital marketing initiatives into tangible purchasing behavior, emphasizing that the effectiveness of social media efforts largely depends on their ability to actively involve and connect consumers with the brand.
2. Similarly, the indirect effect of Live Streaming on Purchase Decision via Customer Engagement was significant ($\beta = 0.081$, $T = 2.130$, $p = 0.033$). This finding confirms that Live Streaming increases purchase decisions both directly and indirectly through enhancing engagement.

4. Conclusions

This study investigated the direct and indirect effects of Social Media Marketing (SMM) and Live Streaming (LS) on Purchase Decisions (PD) among customers of Maglenn.id, with Customer Engagement (CE) as a mediating variable. Utilizing a quantitative approach and PLS-SEM on 140 respondents, the findings offer critical insights for MSMEs operating in the social commerce landscape.

The core results confirm the pivotal role of Customer Engagement. Specifically:

1. SMM significantly and positively influences Customer Engagement but its impact on Purchase Decisions is entirely channeled through CE (full mediation). This suggests that the conversion power of social media for MSMEs hinges on their ability to cultivate deep cognitive and emotional involvement, rather than mere promotional exposure.
2. Live Streaming exhibits a dual impact, significantly affecting Purchase Decisions directly and indirectly through Customer Engagement. The real-time interaction and immediacy of LS serve as a highly effective tool for both transactional urgency and relationship deepening.

From a managerial perspective, MSMEs must pivot their strategy from mass promotion to sustained engagement-centric campaigns. It is crucial to leverage Live Streaming as a hybrid platform that drives immediate transactions while simultaneously building customer loyalty. For Social Media Marketing, success lies in prioritizing personalized content and real-time responsiveness to successfully convert exposure into engagement, and engagement into sales.

Theoretically, this research validates a structural model integrating direct and mediated effects within the context of a resource-constrained local fashion MSME in Indonesia. It underscores that Customer Engagement is the indispensable psychological mechanism through which modern digital marketing translates into tangible consumer action.

In essence, future success in digital commerce for MSMEs depends not just on digital visibility, but on the depth of consumer involvement brands are able to generate and sustain over time.

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