

## The determinants of online purchase decisions: The mediating role of customer satisfaction

**Yanneri Elfa Kiswara Rahmantya\***

Program Studi Magister Manajemen, Sekolah Pascasarjana, Universitas Kuningan  
Jl. Cut Nyak Dhien No. 36A, Kuningan, Jawa Barat, 45513, Indonesia  
[yanneri@uniku.ac.id](mailto:yanneri@uniku.ac.id)

**Retnaning Tyas**

Program Studi Pendidikan Ekonomi, Fakultas Ilmu Pendidikan, Universitas PGRI Jombang  
Jl. Pattimura III No. 20, Jombang, Jawa Timur, 61418, Indonesia  
[retnaningtyas.eko.stkip.jb@gmail.com](mailto:retnaningtyas.eko.stkip.jb@gmail.com)

**Nuri Purwanto**

Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Institut Teknologi dan Bisnis PGRI  
Dewantara  
Jl. Prof. Muh. Yamin No. 77, Jombang, Jawa Timur, 61471, Indonesia  
[nuri.stiedw@stiedewantara.ac.id](mailto:nuri.stiedw@stiedewantara.ac.id)

**Odang Supriatna**

Program Studi Magister Manajemen, Sekolah Pascasarjana, Universitas Kuningan  
Jl. Cut Nyak Dhien No. 36A, Kuningan, Jawa Barat, 45513, Indonesia  
[odang.supriatna@uniku.ac.id](mailto:odang.supriatna@uniku.ac.id)

**Herma Wiharno**

Program Studi Magister Manajemen, Sekolah Pascasarjana, Universitas Kuningan  
Jl. Cut Nyak Dhien No. 36A, Kuningan, Jawa Barat, 45513, Indonesia  
[herma.wiharno@uniku.ac.id](mailto:herma.wiharno@uniku.ac.id)

\*Corresponding author

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**Abstract:** Engagement with digital content and celebrity endorsers can encourage individuals to make purchases, but it does not necessarily guarantee long-term repeat buying and customer satisfaction. In the fashion industry, this challenge is particularly noticeable, which Instagram has become a key marketing tool. A local fashion brand, Erigo, actively uses Instagram as a powerful tool to communicate consumer behavior and its brand values. Using a model-based analytical approach, this research examines both indirect and direct effects of celebrity endorsers, information quality, and brand image on purchasing decisions. This research uses a quantitative design with purposive sampling, involving 130 respondents who have previously purchased products from Erigo on Instagram. An online survey and variance-based structural equation model (VBSEM) are used to collect and analyze the data, respectively. The results of this research demonstrate that online

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*purchase decisions (OPD) are positively influenced by celebrity endorsers (CE), information quality (IQ), and brand image (BI). However, these decisions are not affected by customer satisfaction (CS). CE shows an insignificant effect on CS; however, the positive influence of IQ and BI, on CS, is significant. Interestingly, CS mediates the effect of CE on OPD, but it does not mediate the effect of IQ and BI on OPD. These findings imply that a marketer's powerful personality can create strong emotional connections that extend beyond simple post-purchase evaluations. By highlighting the importance of customer satisfaction in shaping social media-driven purchasing decisions, this research contributes to the fields of digital marketing and consumer behavior, particularly in the Indonesian fashion industry. By offering a more complex understanding of how endorsement effects operate, this research contributes to the literature by going beyond traditional models that primarily use customer satisfaction as a mediator in the consumer behavior field.*

**Keywords:** brand image; celebrity endorsers; customer satisfaction; information quality; online purchase decisions

## **Penentu keputusan pembelian *online*: Peran mediasi kepuasan konsumen**

**Abstrak:** Keterlibatan dengan konten digital dan dukungan selebriti dapat mendorong individu untuk melakukan pembelian, tetapi belum tentu menjamin pembelian berulang jangka panjang maupun kepuasan pelanggan. Di industri fesyen, tantangan ini sangat terlihat, yang mana Instagram telah menjadi alat pemasaran utama. Sebuah merek fesyen lokal, Erigo, secara aktif menggunakan Instagram sebagai alat yang ampuh untuk mengomunikasikan perilaku konsumen serta nilai-nilai mereknya. Dengan menggunakan pendekatan analitis berbasis model, penelitian ini mengkaji pengaruh langsung dan tidak langsung dari dukungan selebriti, kualitas informasi, dan citra merek terhadap keputusan pembelian. Penelitian ini menggunakan desain kuantitatif dengan pengambilan sampel bertujuan, melibatkan 130 orang responden yang sebelumnya telah membeli produk Erigo di Instagram. Survei online dan model persamaan struktural berbasis varians digunakan untuk mengumpulkan dan menganalisis data. Hasil penelitian ini menunjukkan bahwa keputusan pembelian daring (KPD) dipengaruhi secara positif oleh dukungan selebriti (DS), kualitas informasi (KI), dan citra merek (CM). Namun, keputusan ini tidak dipengaruhi oleh kepuasan pelanggan (KP). Mengenai pengaruh DS, KI, dan CM terhadap KPD, DS menunjukkan hasil yang tidak signifikan; namun, KI dan CM menunjukkan hasil yang signifikan. Menariknya, KP memediasi efek DS terhadap KPD, tetapi tidak memediasi efek KI dan CM terhadap KPD. Temuan ini menyiratkan bahwa kepribadian pemasar yang kuat dapat menciptakan koneksi emosional yang melampaui evaluasi pascapembelian yang sederhana. Dengan menyoroti pentingnya kepuasan pelanggan dalam membentuk keputusan pembelian yang didorong oleh media sosial, penelitian ini berkontribusi pada bidang pemasaran digital dan perilaku konsumen, khususnya di industri mode Indonesia. Dengan menawarkan pemahaman yang lebih kompleks tentang bagaimana efek dukungan beroperasi, penelitian ini berkontribusi pada literatur dengan melampaui model tradisional yang terutama menggunakan kepuasan pelanggan sebagai mediator dalam bidang perilaku konsumen.

**Kata kunci:** citra merek; dukungan selebriti; kepuasan konsumen; keputusan pembelian daring; kualitas informasi

## **INTRODUCTION**

Companies in the Indonesian fashion industry must compete not only on product quality but also on visual presence and Instagram supremacy in the dynamic digital marketplace. Having selected images, celebrity endorsements, and live shopping that can affect consumer opinions in real time, Instagram, as a highly visual platform, has evolved into a major social commerce competitor (Satoto, 2024). Declining marketplace rankings and also fluctuating erratic participation for local fashion brands such as Erigo, which actively rely on Instagram to communicate their street-style identity (Muhammad & Hartono, 2021). Consistent purchasing decisions do not necessarily result from high promotional

intensity. It poses a critical question about the processes that actually drive consumer decisions to purchase online on Instagram-based social commerce (Saffanah et al., 2023).

The number of live streaming viewers on Facebook and Instagram has doubled. Indonesia ranked fourth among nations with the highest number of Instagram users, with around 100.9 million monthly users as of January 2024 (Dixon, 2024). Social commerce features, like Instagram Live and Stories, are commonly used by Indonesian consumers who engage in live shopping. Live shopping on Instagram enables prospective consumers to make purchases from afar. Nevertheless, the opportunity to shop is available only during the live session, which ends when the seller wraps up the show (Fu et al., 2020). Erigo is a casual fashion brand that offers its products on Instagram and in the marketplace. Erigo Apparel sells items such as t-shirts, jackets, jeans, bags, hats, and purses with a fashion-street style theme (Permana et al., 2024). Erigo fell to third position in 2022 after a 2.9 percent decline from its prior ranking as the second-most-popular local clothing brand on the online marketplace. It implies that its product promotion and introduction strategy has been less efficient and effective. Thus, Erigo needs to re-evaluate its approach to reaching a larger base of buyers to remain competitive and potentially surpass other local clothing brands (Putra et al., 2024).

Instagram-based commerce has significantly increased since the pandemic, encouraging impulsive buying driven by emotional triggers such as influencer posts, time-limited offers, and live shopping events, rather than careful, logical decision-making (Jun et al., 2023; Mahrizal et al., 2024). Some studies suggest that online purchasing decisions (OPD) are significantly influenced by celebrity endorsers (CE) (Azizah et al., 2024; Barus et al., 2024; Dhia & Melinda, 2024; Ferayanti et al., 2024; Meidiarti & Hadita, 2022; Rasulong et al., 2024), whereas another investigation finds a trivial effect of CE on OPD (Yenni & Sugiyanto, 2023). Similarly, some researchers demonstrate that information quality (IQ) can positively affect OPD (Fortuna & Marwati, 2021; Rasulong et al., 2024; Sukma et al., 2023). Unfortunately, the rest find an insignificant relationship between IQ and OPD (Pradwita et al., 2020). Likewise, some studies on the impact of brand image (BI) on OPD have produced conflicting findings. Azizah et al. (2024), Dhia & Melinda (2024), and Gumilang & Ridwan (2024) exhibited a significantly positive effect of BI on OPD, supported by Rafli & Mangruwa (2023) in the non-online buying decision context, whereas Satrio & Ambawani (2024) found no meaningful impact of BI on OPD.

Additionally, some researchers report that OPD is positively associated with consumer satisfaction (CS) (Devia & Putri, 2022; Ferayanti et al., 2024; Rasulong et al., 2024; Sulistyowati & Husda, 2024), supported by Rafli & Mangruwa (2023) and Erawan et al. (2024) in the non-online purchase decision context. However, another scholar documents no effect of CS on OPD (Muslikh et al., 2017). The effects of CE, IQ, and BI on customer satisfaction (CS) remain conflicting. Regarding the effect of CE on CS, Meidiarti & Hadita (2022) report a positive association; unfortunately, Rasulong et al. (2024) and Aradhea et al. (2025) report an insignificant association. Concerning the impact of IQ on CS, Patma et al. (2021) and Rasulong et al. (2024) show a positive mark, whereas Muharsyah & Ekawati (2021) show a meaningless propensity. Regarding the influence of BI on CS, Girsang et al. (2024) display a positive sign. Meanwhile, Rafli & Mangruwa (2023), Erawan et al. (2024), and Wibowo & Pujati (2025) exhibit an inconsequential inclination.

These significant gaps motivate this research on the determinants of OPD, based on Instagram posts, including CE, IQ, BI, and CS. Besides, it also investigates the impact of CE, IQ, and BI on CS. Additionally, based on the stimulus-organism-response (S-O-R) approach, it examines the mediating role of the CS in the impact of CE, IQ, and BI on OPD. Thus, this research contributes to the social commerce literature by jointly modeling the determinants of OPD and CS.

Celebrity endorsers are substantial external stimuli that influence consumer views and behavioral responses in Instagram-based social commercial media (Azizah et al., 2024). According to the Source Credibility Theory, celebrities provide the endorsed brand with their expertise, trustworthiness, and attractiveness (Wellman, 2024). In their investigation, Azizah et al. (2024), Barus et al. (2024), Dhia & Melinda (2024), and Meidiarti & Hadita (2022) support this explanation by demonstrating a positive relationship between CE and OPD. Therefore, hypothesis one (H<sub>1</sub>) declares that celebrity endorsers positively affect online purchase decisions.

Information quality plays a crucial role in shaping customer decision-making in the online context, where information is often imbalanced (Amsl et al., 2023). Due to the Information Adoption Theory, people will adopt and rely on information if they believe it is accurate, clear, relevant, and

trusted. Central barriers, such as uncertainty and perceived risk, will be reduced when high-quality information is available (Houhamdi & Athamena, 2020). Detailed product descriptions, reliable user reviews, and clear pricing can help customers make more informed decisions. Conversely, misleading information and ambiguity can heighten suspicion and postpone making purchases. Because transactions in Instagram commerce are often rapid and time-limited (e.g., live shopping events), clear and reliable information becomes crucial to increase purchase certainty (Yogatama, 2023). Therefore, hypothesis two (H<sub>2</sub>) shows that perceived information quality positively affects online purchasing decisions.

Attitudes toward brand preference and belief are referred to brand image. A positive brand image motivates consumers to purchase (Benhardy et al., 2020). From the perspective of Signaling Theory, brand image functions as a quality signal that diminishes information asymmetry in online transactions. Through the associative network mechanism, a positive brand image facilitates quicker and more confident decision-making because consumers rely on a pre-formed mental image rather than undertaking a thorough evaluation (Muhammad & Hartono, 2021). Therefore, hypothesis three (H<sub>3</sub>) declares that brand image positively affects online purchase decisions.

The fashion industry must always pay close attention to satisfied consumers, as it is a competitive sector (Ferayanti et al., 2024). According to the Expectation-Confirmation Theory, satisfaction arises when perceived product performance meets or exceeds prior expectations. Satisfied consumers are more likely to build trust and also sustain a long-term engagement with a brand (Raghavendra & Yashwini, 2025). However, in the context of social commerce, impulse buying tendencies, characterized by influencer persuasion and visual stimulation, can lead to purchase decisions before satisfaction is fully evaluated (Fu et al., 2020). In these situations, satisfaction may be a weak initial trigger for a purchase but acts as a post-purchase evaluation mechanism that influences purchase decisions. However, from a theoretical perspective, satisfaction still plays a crucial role in strengthening purchase decisions by reducing cognitive dissonance and boosting trust in prior purchases (Mamun et al., 2023). Hence, hypothesis four (H<sub>4</sub>) exhibits that customer satisfaction positively affects online purchase decisions.

Celebrity endorsers serve as external stimuli to shape consumers' internal affective states and behavioral responses, including satisfaction. When consumers perceive the endorser as credible, attractive, and trustworthy, they respond positively emotionally to the product or brand. According to the Source Credibility Theory, perception can reduce skepticism and also increase message acceptance, resulting in a more satisfying consumer experience. Particularly on social commerce platforms, like Instagram, celebrity endorsers can create emotional attachments that increase perceived value and satisfaction, particularly when parasocial interactions are very strong (Pudianingsi et al., 2022). Thus, hypothesis five (H<sub>5</sub>) proposes that celebrity endorsers positively affect customer satisfaction.

In the context of social commerce, information quality plays a critical role in shaping consumer satisfaction in online environments characterized by uncertainty (Khatun et al., 2026; Patma et al., 2021). According to the Information Adoption Theory, clear, pertinent, and reliable information helps customers build reasonable expectations before making a purchase. Satisfaction occurs when the information and the actual product information match. Conversely, inadequate information might contribute to gaps in expectations and reduce satisfaction. The clarity and reliability of information become even more crucial in influencing post-evaluation responses in Instagram-based businesses, where decisions are frequently made quickly (Syifa et al., 2026). Thus, hypothesis six (H<sub>6</sub>) displays that information quality positively affects customer satisfaction.

Because it affects perceived value and customer expectations, brand image is a critical component in determining customer satisfaction. A strong brand image signals quality and dependability, thereby lowering the risk of online transactions, according to The Signaling Theory. When a product aligns with the advertised brand image, customers will be pleased (Tsabitah & Anggraeni, 2021). Consequently, hypothesis seven (H<sub>7</sub>) shows that brand image positively affects consumer satisfaction.

Consumers can shape their satisfaction with brand value and product quality through purchasing decisions. Positive confirmation occurs when actual product performance aligns with expectations formed through endorsements and coincides with satisfaction, as explained by the Expectation-Confirmation Theory (ECT) (Raghavendra & Yashwini, 2025). In this mechanism, celebrities act as

expectation-shapers, while satisfaction serves as evaluative reinforcement leading to buying behavior, as expected in the SOR approach. Through their investigation, Ferayanti et al. (2024) affirm that customer satisfaction plays an intervening role in the association between influencers and online buying decisions. Therefore, hypothesis eight ( $H_8$ ) posits that satisfaction mediates the relationship between celebrity endorsements and online purchasing decisions.

Consumers can form realistic expectations before purchasing with high-quality information. If the product or service aligns with the information received, it will lead to satisfaction (Sabita & Mardalis, 2023) and buying decisions (Rasulong et al., 2024). In their investigation, Rasulong et al. (2024) prove that customer satisfaction acts as an intervening role in the relationship between information quality and online buying decisions. Therefore, hypothesis nine ( $H_9$ ) declares that customer satisfaction mediates the relationship between information quality and online purchasing decisions.

A positive brand image will shape consumer expectations regarding product quality, experience, and symbolic value. If these experiences align with brand expectations, satisfaction can develop (Tsabitah & Anggraeni, 2021). In their research, Erawan et al. (2024) found that customer satisfaction plays an intervening role in the relationship between brand image and buying decisions. Based on this explanation, hypothesis 10 ( $H_{10}$ ) posits that customer satisfaction mediates the effect of brand image on online purchase decisions.

The research model, based on the ten hypotheses, is shown in Figure 1. The full line shows a direct effect, while the dotted line displays the mediating effect. Thus, this research aims to examine the causal relationships among online purchase decisions, customer satisfaction, brand image, information quality, and celebrity endorser.

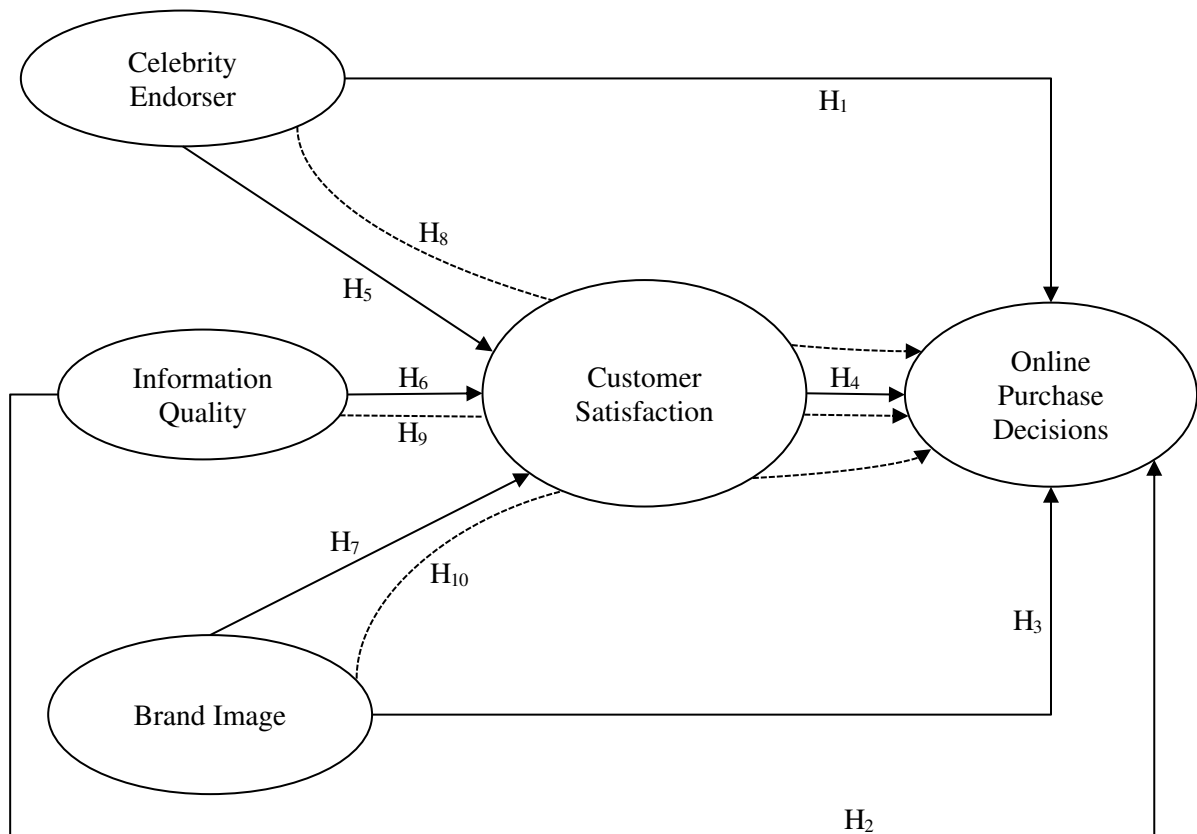


Figure 1. Research model  
Source: Hypotheses development (2025)

## METHOD

The measurement of celebrity endorsers, as mentioned by Mamun et al. (2023), includes five indicators such as attractiveness, expertise, dignified image, exquisite personality, and trustworthiness. Information quality is measured using five indicators from Amsl et al. (2023) such as accuracy, good website reputation, service interaction, relevance, and usability. Brand image is measured using five indicators from Handayani & Sutawijaya (2024) such as saliency, reputation, familiarity, trust, and service excellence. Meanwhile, customer satisfaction is measured using six indicators from Madiawati & Pardede (2023) such as service quality, product quality, price, convenience, merchandising, and responsiveness. Finally, online purchase decisions are measured by five indicators from Saffanah et al. (2023) such as purchase quantity, purchase timing, payment method, exploratory intent, and transactional intent.

The population is all customers who have purchased from Erigo Fashion on Instagram. The sampling method employed was purposive sampling, based on the following criteria, that they stay in Bandung City and Regencies, they have bought products at least once in the past two months, and their age is above 17 years old. Using a variance-based structural equation model (VBSEM) requires at least ten times the maximum number of structural paths directed to a particular construct in the model (Hair et al., 2022). Because seven full-line arrows exist in Figure 1, the required minimum sample size is 70 people. Fortunately, the authors successfully collected 130 valid responses through a survey conducted between August and September 2025. Based on the survey, samples are dominated by men (66.9%) and people aged 25-31 years old (42.3%). Related to educational level, occupation, and income, the respondents are dominated by people with bachelors degree (58.5%), entrepreneurial work (33.8%), and income above Rp10,000,000 (46.9%).

Table 1. Respondents demographic information

| Profile            | Criteria             | Frequency | Percentage |
|--------------------|----------------------|-----------|------------|
| Gender             | Male                 | 87        | 66.9%      |
|                    | Female               | 43        | 33.1%      |
| Age                | 18-24 years old      | 32        | 24.6%      |
|                    | 25-31 years old      | 55        | 42.3%      |
|                    | 32-39 years old      | 25        | 19.2%      |
|                    | >40 years old        | 18        | 13.9%      |
|                    | High school          | 14        | 10.8%      |
| Level of education | Diploma              | 16        | 12.3%      |
|                    | Bachelors degree     | 76        | 58.5%      |
|                    | Masters degree       | 24        | 18.4%      |
|                    | Students             | 21        | 16.1%      |
| Occupation         | Civil service        | 27        | 20.7%      |
|                    | Private employee     | 38        | 29.4%      |
|                    | Entrepreneur         | 44        | 33.8%      |
| Income level (IDR) | 1.000.000-3.000.000  | 15        | 11.5%      |
|                    | 4.000.000-6.000.000  | 23        | 17.7%      |
|                    | 7.000.000- 9.000.000 | 31        | 23.9%      |
|                    | >10.000.000          | 61        | 46.9%      |

Source: Processed data (2025)

To estimate VBSEM, this study employs SmartPLS, as suggested by Hair et al. (2022). The intended model is given in equation 1 and 2 below.

$$OPD = \gamma_1 CE + \gamma_2 IQ + \gamma_3 BI + \beta_1 CS + \xi_1 \quad (\text{Equation 1})$$

$$CS = \gamma_4 CE + \gamma_5 IQ + \gamma_6 BI + \xi_2 \quad (\text{Equation 2})$$

The loading factor and the average variance extracted (AVE) are used to assess convergent validity. Accurate responses occur when the loading factor and AVE are greater than 0.70 and 0.50,

respectively. Additionally, employing composite reliability and Cronbach's alpha assesses reliability. Reliable answers occur when Cronbach's alpha value is above 0.7. In VBSEM, R-squared is a measure of the contribution of the determinants to the explained construct, with three cut-off values, 0.25, 0.50, and 0.75, corresponding to minor, intermediate, and major powers, respectively (Hair et al., 2022). Then, each hypothesis is examined by comparing the  $p$ -value (1-tailed) of the t-statistic with 5% significance level. If the  $p$ -value is lower than 5%, the hypothesis is accepted (Ferayanti et al., 2024).

## RESULTS AND DISCUSSION

### Results

Table 2 shows that all indicators have factor loading values that greater than 0.700, demonstrating the accurate responses; CE is ranging from 0.787 up to 0.926; IQ is ranging from 0.771 up to 0.938; BI is ranging from 0.772 up to 0.894; CS is ranging from 0.757 up to 0.812; and OPD is ranging from 0.716 up to 0.911. These results are reinforced by AVE values of all five variables that above 0.5; the values are ranging from 0.624 up to 0.739. Furthermore, the reliable responses exists because each Cronbach's alpha value for CE, IQ, BI, CS, and OPD is more than 0.7, reflects significancy; the values are ranging from 0.855 up to 0.910. These results are supported by composite reliability values for all five variables that above 0.7; the values are ranging from 0.895 up to 0.933.

Table 2. Factor loadings, cronbach's alpha, composite reliability, and AVE

| Variable                        | Indicator | Factor loading | Cronbach's alpha | Composite reliability | AVE   |
|---------------------------------|-----------|----------------|------------------|-----------------------|-------|
| Celebrity endorser (CE)         | CE.1      | 0.787          | 0.910            | 0.933                 | 0.736 |
|                                 | CE.2      | 0.901          |                  |                       |       |
|                                 | CE.3      | 0.926          |                  |                       |       |
|                                 | CE.4      | 0.855          |                  |                       |       |
|                                 | CE.5      | 0.813          |                  |                       |       |
| Information quality (IQ)        | QI.1      | 0.771          | 0.897            | 0.924                 | 0.739 |
|                                 | QI.2      | 0.821          |                  |                       |       |
|                                 | QI.3      | 0.938          |                  |                       |       |
|                                 | QI.4      | 0.919          |                  |                       |       |
|                                 | QI.5      | 0.839          |                  |                       |       |
| Brand image (BI)                | BI.1      | 0.894          | 0.903            | 0.927                 | 0.719 |
|                                 | BI.2      | 0.811          |                  |                       |       |
|                                 | BI.3      | 0.883          |                  |                       |       |
|                                 | BI.4      | 0.873          |                  |                       |       |
|                                 | BI.5      | 0.772          |                  |                       |       |
| Customer satisfaction (CS)      | CS.1      | 0.806          | 0.879            | 0.909                 | 0.624 |
|                                 | CS.2      | 0.791          |                  |                       |       |
|                                 | CS.3      | 0.805          |                  |                       |       |
|                                 | CS.4      | 0.757          |                  |                       |       |
|                                 | CS.5      | 0.766          |                  |                       |       |
|                                 | CS.6      | 0.812          |                  |                       |       |
| Online purchase decisions (OPD) | OPD.1     | 0.911          | 0.855            | 0.895                 | 0.647 |
|                                 | OPD.2     | 0.815          |                  |                       |       |
|                                 | OPD.3     | 0.716          |                  |                       |       |
|                                 | OPD.4     | 0.825          |                  |                       |       |
|                                 | OPD.5     | 0.740          |                  |                       |       |

Source: Output of SmartPLS (2025)

The R-squared results show that 52.4% of online purchase decisions of Erigo brand products are influenced by celebrity endorsers, information quality, brand image, and customer satisfaction. The

52.4% indicates an intermediate-to-substantial contribution. The R-squared value for customer satisfaction is 38.3%, indicating that celebrity endorsers, information quality, and brand image explained 38.3% of the variance in customer satisfaction. The 38.3% represents a low-to-intermediate contribution. Those are the information that was derived from Table 3.

Table 3. The R-square

| Dependent variable        | R-square ( $R^2$ ) | R-square adjusted |
|---------------------------|--------------------|-------------------|
| Online purchase decisions | 0.552              | 0.524             |
| Customer satisfaction     | 0.415              | 0.383             |

Source: Output of SmartPLS (2025)

Bootstrapping was used to determine the link between the variables; the results are shown in Table 4. Hypothesis one, two, three, six, seven, and eight are acceptable because the related  $p$ -values are less than 5%, which is 0.030, 0.010, 0.001, 0.049, 0.008, and 0.046, respectively. However, hypotheses four, five, nine, and ten are rejected because their corresponding  $p$ -values exceed 5%, which is 0.534, 0.157, 0.080, and 0.148, respectively.

Table 4. Estimation result of PLS-based SEM

| Hypothesis      | Causal association | Path coefficient | Standard deviation | T statistics | $P$ -value | Result                   |
|-----------------|--------------------|------------------|--------------------|--------------|------------|--------------------------|
| H <sub>1</sub>  | CE → OPD           | 0.349            | 0.114              | 3.058        | 0.030      | Positive and significant |
| H <sub>2</sub>  | IQ → OPD           | 0.343            | 0.108              | 3.172        | 0.010      | Positive and significant |
| H <sub>3</sub>  | BI → OPD           | 0.423            | 0.103              | 4.102        | 0.001      | Positive and significant |
| H <sub>4</sub>  | CS → OPD           | 0.165            | 0.187              | 0.885        | 0.534      | Insignificant            |
| H <sub>5</sub>  | CE → CS            | 0.125            | 0.088              | 1.418        | 0.157      | Insignificant            |
| H <sub>6</sub>  | IQ → CS            | 0.164            | 0.083              | 1.970        | 0.049      | Positive and significant |
| H <sub>7</sub>  | BI → CS            | 0.217            | 0.081              | 2.676        | 0.008      | Positive and significant |
| H <sub>8</sub>  | CE → CS → OPD      | 0.245            | 0.118              | 2.078        | 0.046      | Positive and significant |
| H <sub>9</sub>  | IQ → CS → OPD      | 0.219            | 0.125              | 1.752        | 0.080      | Insignificant            |
| H <sub>10</sub> | BI → CS → OPD      | 0.153            | 0.122              | 1.257        | 0.148      | Insignificant            |

Source: Output of SmartPLS (2025)

### Discussion

The findings reveal that celebrity endorsers positively influence online purchase decisions (H<sub>1</sub> is accepted). This finding supports prior studies by Azizah et al. (2024), Barus et al. (2024), Dhia & Melinda (2024), Ferayanti et al. (2024), Meidiarti & Hadita, (2022), and Rasulong et al. (2024). Beyond confirming prior results, this study reveals that, in the context of Instagram-based social commerce, the dominance of celebrity endorsement can be further explained by The Source Credibility theory of Hovland & Weis; celebrities are persuasive because of their perceived knowledge and reliability. When consumers believe endorsers are reliable, they are more inclined to embrace promotional messages and become less skeptical of sponsored content. Instagram accelerates this strategy, as publicly viewed influencer content is internalized by users, fostering connections through parasocial interactions. Products, that are frequently highlighted in the algorithmic exposure method, might broaden their audience and improve customer familiarity.

In accordance with the McCracken's Meaning Transfer Model, celebrities convey symbolic meanings to companies and from brands to customers, including personality attributes, status, and lifestyle. Customers obtain symbolic identities from celebrities in addition to evaluate product features in the context of Instagram-based fast fashion. Since this symbolic transfer supports aspirational

consumption goals, celebrity endorsement becomes highly prevalent. Celebrity endorsements trigger internal cognitive and affective emotions, such as identification, trust, and adoration, which subsequently lead to behavioral responses, such as purchasing decisions. In situations where consumers find it difficult to assess product quality due to limited information and the inability to inspect the product directly, the presence of celebrities as brand endorsers helps signal that the brand is trustworthy and of good quality. As a result, endorsers play a crucial role by simultaneously raising aspirational value and lowering consumers' perceptions of risk.

This study indicates that information quality positively influences online purchase decisions ( $H_2$  is accepted). This fact is supported by Fortuna & Marwati (2021), Sukma et al. (2023), and Rasulong et al. (2024). Instagram influences, depending on the image displayed, in contrast to established commerce platforms that focus on precise specification and rational comparisons, which dominate decision-making. In the context of marketing, the quality of information is not only determined by the accuracy of the written content, but also by an attractive visual appearance, clarity of presentation, and a short but easy-to-understand message, because all of these can make consumers more interested in making repeat purchases. According to the Information Adoption Theory, consumers adopt information if it is visually appealing and perceived as increasing usefulness, which directly affects purchasing decisions.

Similarly, brand image positively influences online purchasing decisions ( $H_3$  is accepted). This statement is reinforced by Azizah et al. (2024), Dhia & Melinda (2024), and Gumilang & Ridwan (2024). This situation indicates that brand image acts not only as a cognitive reputation but also as symbolic capital in Instagram-based fashion consumption. In line with the Signaling Theory, the strength of brand image can serve as a market signal that conveys a product's exclusivity, quality, and value. In the context of social commerce, customers seek brands that align with their identity and social position. Unlike conventional markets, where brand image strengthens the formation of long-term loyalty, in Instagram-based commerce, brand image strength can increase consumer value and appeal.

Unfortunately, online purchasing decisions are not significantly influenced by customer satisfaction ( $H_4$  is rejected), as confirmed by Muslikh et al. (2017). It happens because on Instagram, fashion purchases are driven by impulsivity, visual stimuli, and sensitive trend. Hence, consumers can be influenced by exposure to viral content and algorithmic recommendations rather than by satisfaction derived from a previously used product. Therefore, this finding contradicts the Expectancy-Confirmation Theory, which explains that satisfied consumers will repeat their purchases if the company's products meet their expectations.

Furthermore, this investigation reveals that celebrity endorsement does not affect customer satisfaction ( $H_5$  is disallowed), as confirmed by Aradhea et al. (2025). It means that celebrity endorsers do not necessarily affect consumers' evaluative judgments of satisfaction, but they may attract attention and enhance brand visibility. Consumers prefer to purchase products they see visually in promotional content or live shopping rather than based on perceived post-purchase evaluations.

Moreover, consumer satisfaction is positively affected by information quality ( $H_6$  is accepted). Therefore, this result aligns with Patma et al. (2021). This fact emphasizes how consumers' evaluative experiences are greatly influenced by accurate, pertinent, and thorough product information. High-quality information improves perceived transparency, lowers uncertainty, and matches expectations with realistic product features. From an ECT standpoint, higher-quality information creates more reasonable expectations, increasing the likelihood of confirmation and resulting satisfaction. Information quality serves as a proxy for first-hand experience in digital commerce settings when physical inspection is not possible, underscoring its importance for satisfaction information.

Besides, this study reveals that brand image positively affects customer satisfaction ( $H_7$  is accepted). Hence, this result aligns with Girsang et al. (2024). A favorable, strong brand image provides psychological assurance and reduces perceived risk, leading to more positive consumption evaluations. Brand image serves as a mental shortcut that shapes expectations before purchase and guides the consumer's interpretation of the consumption experience. If the perceived brand image matches the actual product performance, it supports confirmation processes and, in turn, results in higher satisfaction. This finding highlights the importance of brand cognition in online post-purchase assessment.

Regarding the mediating role, customer satisfaction selectively mediates the relationship between celebrity endorsers and online purchase decisions ( $H_8$  is accepted). Therefore, this evidence is similar to that of Ferayanti et al. (2024), which found that customers satisfaction mediates the impact of influencers on the online buying decisions of 90 consumers of fashion goods in Denpasar City and supports the SOR framework. In other words, celebrity endorsement generates positive internal evaluation, i.e., consumer satisfaction, leading to behavioral responses, i.e., online buying decisions.

Meanwhile, the influence of information quality and brand image on online purchase decisions is not mediated by customer satisfaction ( $H_9$  and  $H_{10}$  are rejected). The failure of customers satisfaction to mediate the causal relationship between information quality and online purchase decisions does not align with Rasulong et al. (2024). Meanwhile, the inability of customer satisfaction to mediate the causal association between brand image and online purchase decisions is affirmed by Rafli & Mangruwa (2023).

The Instagram environment is fundamentally different from traditional commerce research. The success of Instagram is built on visual dominance, influencer culture, algorithmic exposure, and compelling short-form content. The platform constantly provides stimuli that elicit affective and heuristic processing within the SOR model. Instagram promotes fast, stimulus-driven, affect-based decision making. It contrasts with traditional marketplaces, where tools for comparing products and review systems support mechanisms of expectation-confirmation. Celebrity endorsement's predominance and the less-determined role of satisfaction, therefore, are indicative of structural features specific to the platform, not of theoretical inconsistency. In the final analysis, this study shows that, in Instagram-based fast-fashion consumption, customer satisfaction functions as a contextual reinforcement variable rather than a universal mediator; information quality influences decisions through credibility and meaning-transfer processes. When analyzing customer behavior in social commerce settings, these results highlight the significance of platform-specific theoretical framing.

## **CONCLUSION AND SUGGESTIONS**

This study shows that social influence and symbolic signaling processes, rather than post-consumption appraisal, are the main factors influencing online purchase decisions in Instagram-based fast fashion social commerce. Brand image, information quality, and celebrity endorsements serve as powerful persuasive factors that directly influence consumer decision-making. On the other hand, purchasing decisions are not primarily influenced by customer satisfaction. The finding states that customer satisfaction plays a conditional and selective role rather than a universal mediating mechanism, which sets this study apart from previous research. This study indicates that in imagery-driven, trend-sensitive social commerce environments, purchase decisions are more strongly affected by credibility signaling, symbolic meaning transfer, and real-time information processing, while traditional consumer behavior models frequently place satisfaction as a key predictor of repeat purchase.

This study makes three significant contributions to the literature on digital marketing and social commerce. First, it expands on the theory of social commerce; the results show how platform features, especially algorithmic exposure, influencer culture, and visual dominance, alter customer decision-making processes. Instagram-based businesses place greater emphasis on symbolic signaling and social legitimacy than traditional commerce, where rational judgment and satisfaction play major roles. Second, it reframes customer satisfaction as a selective mediator; rather than viewing consumer satisfaction as the main driver, this study offers a more nuanced perspective, treating it as a supporting or reinforcing mechanism. Satisfaction does not moderate cognitive processed variables (brand image and information quality), but it strengthens credibility-based influence (celebrity endorsement). This selective mediation calls into question the common satisfaction-purchase assumptions in previous literature. At last, it emphasizes the primacy of symbolic and credibility signals in a rapid fashion; the study shows that source credibility and symbolic meaning transmission have a greater impact than post-consumption validation processes in trend-driven marketplaces. By demonstrating that mediation process efficacy is context-dependent, this discovery improves current theoretical models.

Based on the significant findings, several practical implications can be derived for fashion brands operating on Instagram. Firstly, the celebrity endorser strategy involves (1) selecting people based on credibility (expertise and trustworthiness) rather than popularity alone, (2) ensuring strong

brand congruence, where the celebrity's image aligns with brand identity and target market lifestyle, and (3) focusing on long-term endorsement consistency to strengthen trust reinforcement effects. Secondly, information quality optimization by (1) prioritizing visual clarity and aesthetic coherence in Instagram feeds, (2) providing concise, relevant, and timely product information, especially during new product launches, and (3) emphasizing high-quality visuals that facilitate rapid cognitive processing in scrolling environments. Thirdly, brand image positioning by (1) maintaining exclusivity cues, such as limited releases, to strengthen symbolic signaling, and (2) reinforcing brand storytelling that aligns with trend participation and lifestyle identity. Fourthly, customer satisfaction management by (1) repositioning satisfaction as a supporting mechanism that enhances trust after positive endorsement exposure, and (2) focusing on delivering experiences that confirm expectations alone to drive purchases. Finally, managerial focus should prioritize variables that directly influence purchase decisions (celebrity endorsement, information quality, and brand image), while recognizing satisfaction as a reinforcing factor rather than a standalone strategy.

For future research, it should distinguish between transactional satisfaction (related to purchase process) and experiential satisfaction (related to emotional and symbolic consumption experience) to examine whether different forms of satisfaction exert distinct mediating roles. The next research should apply a longitudinal design to observe how satisfaction, loyalty, and purchase behavior evolve in fast fashion contexts characterized by rapid trend cycles. The future study should compare Instagram with conventional marketplaces (e.g., Shopee and Tokopedia) to identify how platform structures moderate the role of satisfaction and signaling mechanisms. Also, the next study should involve broader geographic areas or different industries that could strengthen generalizability and clarify whether the selective mediation of satisfaction is specific to fast fashion or characteristic of social commerce more broadly.

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