

The Influence of Digital Marketing and Influencers on Interest in Buying Used Cars at CV Trisakti Motor Surabaya

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Abstract

This study aims to analyze the influence of digital marketing and influencers on purchase intention at CV Trisakti Motor showroom in Surabaya, using a quantitative approach. The population of the study consists of TikTok and Instagram users, with a sample of 104 respondents selected through non-probability sampling using convenience sampling techniques. The data were analyzed using descriptive statistics and Partial Least Squares (PLS) with the SmartPLS application. The results indicate that both digital marketing and influencers have a positive and significant effect on purchase intention.

Keywords: Digital Marketing; Influencers; Purchase Intention

A. INTRODUCTION

In the midst of the rapidly growing business world trend, it encourages business people to continue to innovate for the sake of their business, one of which is in the automotive sector. The automotive world is indeed at promising business in Indonesia, because there are many automotive users and enthusiasts, both among young people and even adults.

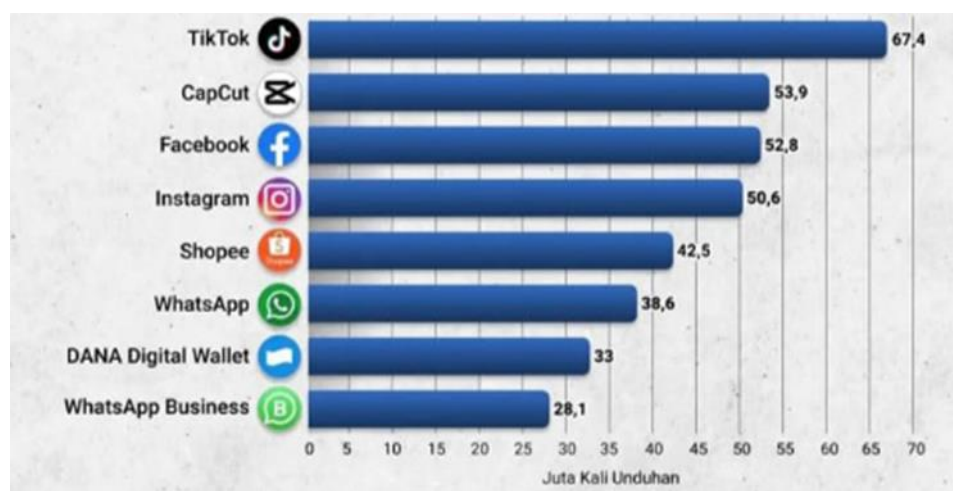
Used cars are vehicles that have been used for a certain period and then sold to others, which causes a decrease in the selling price. Currently, the competition in the used car sales business is becoming tighter, and there is still a large potential and opportunity for consumers who want to have used cars in Indonesia. The need for vehicles for family and operations, the inability to buy new cars, access to credit sales, and depreciation of car prices are the main factors that many consumers are interested in buying used cars.

CV Trisakti Motor Surabaya is a used car showroom that serves buying and selling and trade-ins with cash and credit. The showroom located at Jalan Brigjen Katamso No.1 Waru Sidoarjo has a variety of cars ranging from Europe and Asia, with different years and prices. Established for 10 years, various consumers have felt the quality of CV Trisakti Motor Surabaya used car showroom products.

The current marketing era is carried out on various digital platforms and has changed companies in terms of interacting with their customers (Chaffey & Ellis- Chadwick, 2019). Currently, the development of Information Communication and Technology (ICT) is very rapid, and today's society cannot be separated from gadgets 24 hours a day, which has an impact on the intensity of downloading and using social media, especially TikTok and Instagram. Digital Marketing has become the most powerful form of marketing known to mankind (Ryan, 2019), and Data from Business App (2024) explains that throughout 2023 the TikTok social media application became the most downloaded application by people in Indonesia, followed by CapCut, Facebook, Instagram, Shopee, and so on.

Figure 1. Most Downloaded Social Media Apps in Indonesia in 2023

With these developments, Instagram social media can be a means of promoting all products or services to be purchased by consumers. The length of time using mobile phones provides the



opportunity for advertising to enter consumers greatly, not to mention the influence of influencers on social media that can influence consumers to decide to buy certain products or services.

The role of influencers in promoting products is very important if they have many followers on their social media accounts; the more followers they have, the more reach they will have in informing and selling products to predetermined target markets, such as Indonesian Influencers, which are divided into several categories, namely Automotive Influencers, Beauty Influencers, and so on. According to textbook understanding digital marketing by Ryan in Hannu, David, and Johannisson (2020): "Influencers are individuals who have above average skills and can influence others with their own ideas and opinions" (2019).

Given the sluggish economy after Covid-19, people are thinking twice about buying a new car at a relatively high price, which is where the opportunity for used cars can reach consumers. According to Ferdinand, buying interest is related to buyers intention to buy goods and the number of units needed at a certain time (Silaningsih, 2019). Mujiono stated that buying interest is a mental action that arises because of the quality of pleasure or displeasure (affection) and the ability to think (cognitive) towards a desired good or service (Susantio, 2019). Offering quality used vehicles and competitive prices is a vacuum offered by used car showrooms to customers to gain profit from the sale of used cars.

Given the increasingly tight competition between used car showrooms in Surabaya and its surroundings and the failure to achieve the used car sales target throughout 2023, research results related to consumer interest in buying used cars at CV Trisakti Motor through Digital Marketing and Influencers as a basis and input for formulating strategies and development. CV Trisakti Motor Surabaya is able to meet sales targets by 2024 and remains competitive and able to exist in the used car sales business.

The results of this study are expected to contribute to CV Trisakti Motor Surabaya by formulating more effective strategies in digital marketing and influencers. These findings are also expected to provide insights for similar companies in the used car buying and selling industry regarding the factors that influence buying interest.

B. LITERATURE REVIEW

Digital Marketing

Puthussery, Rahmadhanty and Jumhur (2020). Digital marketing applies digital technology to promote and market a business using electronic media, mobile phones, the web, and advertising. Meanwhile, according to Ahmas et al. (2022), digital marketing is marketing carried out using Internet access, social media, and other digital devices.

Nurtirtawaty et al. (2021) explain that digital marketing is an information technology that expands and improves traditional marketing functions in the process of planning and implementing ideas or concepts, pricing, promotion, and distribution. Sawicky in Az-zahra and Sukmalengkawati (2022) define digital marketing as a means of creating product distribution channels so that they can reach the public as potential consumers in the company's efforts to achieve its goals in order to meet consumer needs.

According to Yazer Nasdini in Iqbal (2021), the indicators for Digital Marketing include

(X1.1) Intensity (Intensity)

(X1.2) Accessibility (accessibility)

(X1.3) Interactivity (Interactivity)

(X1.4) Entertainment.

(X1.5) Credibility (trust).

(X1.6) Irritation.

H1: It is suspected that Digital Marketing has a positive effect on Purchase Interest at the CV Trisakti Motor Surabaya Car Showroom.

Influencers

According to Ryan, David, and Johannisson (2020): "Influencers are individuals who have above average skills and can influence others with their own ideas and opinions. Meanwhile, according to Wang and Lee (2021) that Influencer is created by adding the suffix "er" (to indicate a person) to "influence" ("having an impact on") and refers to people who provide influence (Wang and Lee 2021).

Glucksman in Ramadhan and Sudrajat (2022) defines influencers as an identification process that involves and supports individuals in creating communication with brand customers, which is a growing trend used in public relations.

According to Ki & Kim (2019), the influencer indicators include:

(X2.1) Attractiveness

(X2.2) Prestige

(X2.3) Expertise

(X2.4) Information

H2: Influencers are suspected to have a positive influence on purchasing interest in the CV Trisakti Motor Surabaya car showroom.

Purchase Interest

According to Priansa (2017), buying interest involves paying attention to something and is accompanied by a feeling of satisfaction with a product, and then personal interest creates a desire for someone to want to own the item by making a payment or exchanging money. According to Bakti et. al (2020), purchase interest is an intention that arises in a person before making a purchase of a product or service that is considered first before the purchase process takes place.

According to Kotler and Keller (2022), purchasing interest can be interpreted as consumer

behavior in wanting a product based on their experience in buying or choosing and consuming the product they want.

The indicators of purchasing interest in Agustin HD, Suhendra, and Puspasari (2023) include the following.

(Y.1) Attention (Attention)

(Y2) Interest (Interest)

(Y3) Desire

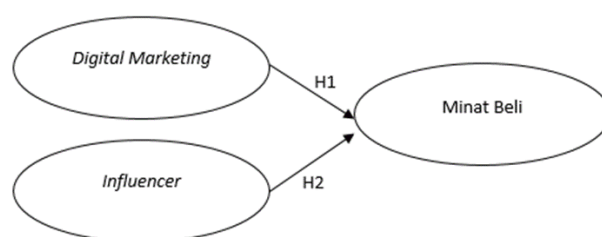
The Influence of Digital Marketing on Purchase Interest

Digital marketing, As explained by Puthussery et. Al. (2020), digital marketing is an activity that utilizes digital technology to promote and market a business through electronic media, mobile phones, the web, and advertising. According to Ahmas et al. (2022), digital marketing involves marketing with internet access and social media. Nurtirtawaty et al. (2021) add that digital marketing expands and enhances traditional marketing functions in planning, pricing, promotion, and distribution. Sawicky in Az-zahra and Sukmalengkawati (2022) define digital marketing as a means of creating product distribution channels for potential consumers. Ryan (2019) stated that digital marketing is the strongest form of marketing today, while Eun Young Kim in Prabowo (2018) stated that marketers communicate products through promotions on the Internet. Research by Penny Az-Zahra and Arti Sukmalengkawati (2022) and Arvianus Agustin et al. (2023) shows that digital marketing has a significant positive influence on consumer purchasing interest.

The Influence of Price Perception on Rental Decisions

According to Ryan, Hannu, David, and Johannisson (2020), influencers are individuals with above-average skills who can influence others through their ideas and opinions. Wang and Lee (2021) explain that the term "influencer" comes from the word "influence," which means that it has an impact. Glucksman in Ramadhan and Sudrajat (2022) defined influencers as an identification process that supports individuals in communicating with brand customers, becoming a trend in public relations. The emergence of influencers has changed the way companies communicate with consumers, especially social media users (Widyanto and Agusti, 2020). The role of influencers in promoting products is very important because the more followers on social media, the wider their reach to inform and sell products to the target market (Simanjuntak, 2022). Juniar et al. (2023) show that influencers have a positive influence on partial purchase interest.

Conceptual Framework



Picture1. Conceptual Framework

C. RESEARCH METHODS

The research approach used in this study was quantitative research. A measurement scale was used to produce quantitative data, namely an ordinal measurement scale with a Likert weighting technique. The study population included Tiktok and Instagram users. The sampling

technique used in this study was a non-probability sampling method with convenience sampling, with a research sample of 104 respondents.

D. RESEARCH RESULTS AND DISCUSSION

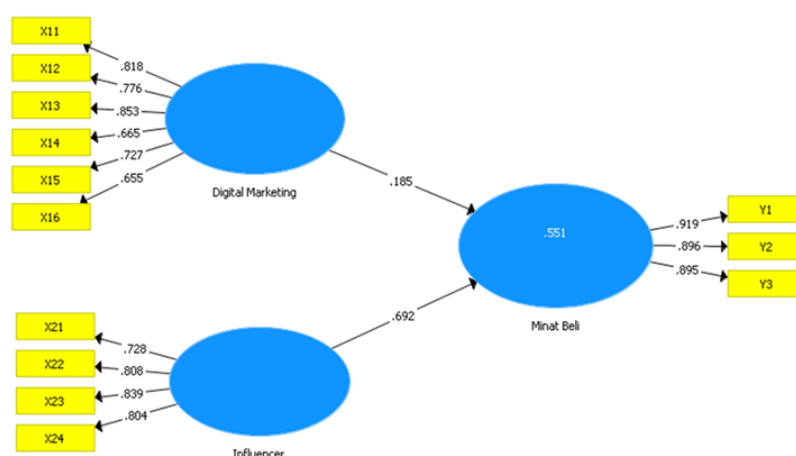
The gender of the 104 respondents who answered the questionnaire can be seen in the table below.

Table1. Respondent Characteristics Based on Gender

No	Gender	Amount	Percentage
1.	Man	70 Respondents	67.3%
2.	Woman	34 Respondents	32.7%
	Total	104 Respondents	100%

Based on Table 1, it can be seen that respondents were divided into two categories: female and male. Data collection produced data from as many as 70 male respondents 67.3% and 34 female respondents 32.7%. Thus, male respondents tended to be interested in buying used cars.

Figure 2. Outer Model with factor loading, Path Coefficient and R-Square



Source: Data processing results, Smart PLS output

From the PLS output image above, we can see the magnitude of the factor loading value of each indicator located above the arrow between the variable and the indicator, we can also see the magnitude of the path coefficients located above the arrow line between the exogenous variable and the endogenous variable. In addition, we can also see the magnitude of the R-Square, which is right inside the circle of the endogenous variable (the purchase interest variable).

Based on the outer loading table above, all reflective indicators on the variables Digital Marketing (X1), Influencer (X2), and Purchase Interest (Y), show a factor loading (original sample) greater than 0.50 and/or significant (T-statistic value is greater than the Z value $\alpha = 0.05$ (5%) = 1.96); thus, the estimation results of all indicators have met convergent validity or good validity.

1. Average variance extracted (AVE)

Table2. Average Variance Extracted (AVE)

	AVE
BUYING INTEREST (Y)	0.817
INFLUENCERS (X2)	0.633
DIGITAL MARKETING (X1)	0.567

Source: Processed data

Based on the table, the results of the AVE test for the Digital Marketing variable (X1) were 0.567, influencer variable (X2) was 0.633, and Purchase Interest (Y) was 0.817. All three variables showed values greater than 0.5; therefore, the variables in this study can be said to have good validity.

2. Composite Reliability

Table3.Composite Reliability

Composite Reliability	
BUYING INTEREST (Y)	0.930
INFLUENCERS (X2)	0.873
DIGITAL MARKETING (X1)	0.866

Source: Processed data

Based on the Composite Reliability test results table, it shows that the Digital Marketing variable (X1) is 0.866, the Influencer variable (X2) is 0.873, and Purchase Interest (Y) is 0.930, these three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

3. Latent Variable Correlations

Table4. Latent Variable Correlations

	DIGITAL MARKETING (X1)	INFLUENCERS (X2)	BUYING INTEREST (Y)
DIGITAL MARKETING (X1)	1,000		
INFLUENCERS (X2)	0.149	1,000	
BUYING INTEREST (Y)	0.288	0.719	1,000

Source: Processed data

From the latent variable correlation table, the average correlation value between one variable and another shows a moderate average correlation value. The highest correlation value is between the influencer variable (X2) and Purchase Interest (Y) of 0.719, this can also be stated that among the variables in the research model, the relationship between the variable influencers (X2) and Purchase Interest (Y) shows a stronger relationship than the relationship between other variables, which can also be interpreted that in this research model, the high and low purchasing interest is more influenced by the variable influence compared to digital marketing variables.

4. R-square

Table5. R-square

R Square	
BUYING INTEREST (Y)	0.551

Source: Processed data

Based on the table above, the R-square value for the rental decision variable is 0.551, meaning the magnitude of the influence of the variability of purchase interest influenced by independent variables, including marketing and influencers, with a variance of 55.1%, while the remaining 44.9% is explained by other variables outside this study (other than influencers and digital

marketing).

Table6. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Digital Marketing -> Purchase Interest	0.185	0.196	0.087	2.116	0.037
Influencer -> Purchase Interest	0.692	0.695	0.044	15,710	0.000

Source: Processed data

Based on the results of the table above, Hypothesis 1: Based on the results of the study, it was found that the digital marketing variable has a positive and significant influence on purchasing interest in the CV Trisakti Motor Surabaya car showroom; thus, the hypothesis can be accepted. This shows that purchasing interest cannot be maximized without strong digital marketing support to reach various levels of society. Factor loading analysis shows that interactivity is the most influential indicator of purchasing interest, with digital marketing helping customers to obtain effective communication feedback from the information received. This finding is in line with the research of Arvianus Agustin HD, Asep Dony Suhendra, Aprilia Puspasari (2023), and Friani Wulan Cahya Simanjuntak (2022), each of which shows a positive influence of digital marketing on purchasing interest.

Hypothesis 2: The results of the study indicate that the influencer variable has a positive and significant influence on purchase interest in the CV Trisakti Motor Surabaya car showroom; thus, the hypothesis can be accepted. This shows that the better the quality of the influencer perceived by consumers, the higher is their purchase interest. Factor loading analysis indicates that the most influential indicator is expertise. Qualified and experienced influencers can increase purchase interest because consumers feel that the influencer suits their needs. This finding is in line with the research of Purwanto (2024) and Juniar Ayu Tantilofa and Herry Widagdo (2023), which also showed a positive and significant influence of influencers on purchase interest.

E. CONCLUSION

Based on the PLS analysis, it can be concluded that both digital marketing and influencers make a positive and significant contribution to purchasing interest in the CV Trisakti Motor Surabaya car showroom. Therefore, it is recommended that CV Trisakti Motor Surabaya review its digital marketing strategy, especially in terms of interactivity, to increase purchasing interests beyond the set target. In addition, the company needs to pay attention to influencers with a focus on expertise to achieve better results. For further research, it is recommended to expand the scope of respondents and look for additional references related to digital marketing and influencer variables to obtain more comprehensive results.

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