

The Influence of Website Quality and Social Media Marketing on Purchase Intention with Brand Awareness as a Mediation Variable: A Study on B2B Customers of PT. Sumberparts Berindo

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Keywords:

Website Quality; Social Media Marketing; Brand Awareness; Purchase Intention; SEM-PLS B2B.

Abstract

This study aimed to examine the effects of website quality and social media marketing on purchase intention, both directly and indirectly through the mediating role of brand awareness, among business-to-business (B2B) customers of PT Sumberparts Berindo, a distributor of mechanical components, including bearings and power transmission products, in Jakarta. Unlike the initial research design, which also included corporate reputation as a moderating variable, the model presented in this study was simplified to a mediation model to provide a more parsimonious examination of the relationships between digital marketing channels and purchase intention based on the Stimulus–Organism–Response (S-O-R) framework. A quantitative causal research design was employed, and questionnaires were administered to 173 respondents selected through purposive sampling. The data were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4. The results showed that website quality and social media marketing had positive and statistically significant effects on brand awareness. Social media marketing and brand awareness also had positive and statistically significant direct effects on purchase intention, whereas the direct effect of website quality on purchase intention was not statistically significant. Brand awareness significantly mediated the relationship between website quality and purchase intention and partially mediated the relationship between social media marketing and purchase intention. The research model explained 71.9% of the variance in purchase intention ($R^2 = 0.719$) and demonstrated substantial predictive relevance ($Q^2_{\text{predict}} = 0.634$). These findings indicate that, in the B2B mechanical components market, improving website quality may contribute to purchase intention primarily by strengthening brand awareness.



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INTRODUCTION

PT Sumberparts Berindo (SPB) is a distributor of mechanical components, particularly bearings and power transmission products, that has operated in Jakarta for more than 30 years (Desyanti et al., 2025a, 2025b). The company serves a network of business-to-business (B2B) industrial customers and distributes products from various international bearing brands, including NTN, NSK, SKF, FAG, Timken, and Nachi. Because SPB is not exclusively associated with a single product brand, its marketing strength depends substantially on its corporate brand rather than solely on the brands of the products it distributes (IJAZ, 2024; Neha & Kumar, 2024; Nguyen et al., 2026).

During the four-year period from 2022 to 2025, SPB consistently failed to achieve its management-established sales targets, with sales-target attainment declining from 91.7% in 2022 to 71.9% in 2024 before improving slightly to 73.5% in 2025. This persistent gap between actual sales and management targets indicates a business-performance challenge that warrants

further investigation into factors associated with B2B customers' purchase intention (Lasrado et al., 2023; Pratama, 2025). At the same time, SPB has undertaken a digital marketing transformation through website development and social media marketing activities to complement some of its conventional marketing practices.

In the B2B context, websites serve not merely as information channels but also as digital representations of a company's professionalism, credibility, and capabilities and may constitute an important initial point of contact for prospective customers before they interact with sales representatives. Social media marketing, meanwhile, can function as a communication channel through which a company presents its technical expertise and engages more interactively with industry stakeholders. These digital channels may influence purchase intention both directly and indirectly by strengthening brand awareness. This mechanism is particularly relevant in B2B purchasing contexts, in which customers may undertake extensive evaluation before selecting vendors for relatively high-value procurement decisions.

Previous studies examining the effects of digital platform quality and brand awareness on purchase intention have predominantly focused on business-to-consumer (B2C) contexts, such as fashion retail, beauty products, and property, whereas research addressing these relationships in the B2B mechanical components industry remains limited. This research gap provided the basis for the present study, which integrated website quality and social media marketing as stimuli, brand awareness as the organism and mediating construct, and purchase intention as the response, consistent with the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974).

The initial research model also included corporate reputation as a moderating variable in the relationship between brand awareness and purchase intention. However, to maintain model parsimony and clarify the mediation mechanisms central to the study's contribution, the model presented in this article focused exclusively on mediation and excluded corporate reputation as a moderator. The novelty of this study lies in applying the S-O-R framework to the relatively understudied B2B mechanical components industry and examining brand awareness as a mechanism through which website quality and social media marketing are associated with purchase intention. Accordingly, this study aimed to examine (1) the effect of website quality on brand awareness; (2) the effect of social media marketing on brand awareness; (3) the effect of website quality on purchase intention; (4) the effect of social media marketing on purchase intention; (5) the effect of brand awareness on purchase intention; and (6) the mediating role of brand awareness in the relationships between website quality, social media marketing, and purchase intention among B2B customers of PT Sumberparts Berindo. Theoretically, this study contributes to the literature on digital marketing in B2B contexts, particularly by extending the application of the S-O-R framework to the mechanical components industry. Practically, the findings may provide a basis for management to develop more effective digital marketing strategies aimed at strengthening brand awareness and supporting customers' purchase intention.

METHOD

Research Design

This study employed a quantitative explanatory research design to examine the direct and indirect relationships among the study variables, including the mediating role of brand awareness.

Population, Sample, and Sampling Techniques

The research population is decision-makers, purchasing managers, or company owners who are active corporate customers or prospective partners of PT. Sumberparts Berindo. Given that the size of the B2B population is infinite, the sample size was determined referring to the PLS-SEM guidelines (Hair et al., 2021), which is 10 times the maximum number of structural pathways leading to one endogenous variable. The research sample was set as 173 respondents dominated by customers from the Purchasing, Engineering, and Production division of PT. Sumberparts Berindo.

The sample drawing technique uses non-probability sampling with the purposive sampling method, with the criteria of respondents: (1) being a decision maker or recommender for the procurement of bearing components (Purchasing Manager, Operational Manager, Engineering/Maintenance Manager, or Director); (2) the respondent's company has transacted or is exploring cooperation with PT. Sumberparts Berindo; and (3) the respondent has interacted with the company's digital platform (official website or social media account).

Data Collection and Measurement

Primary data was collected online through an electronic questionnaire (Google Form) that was personally linked via WhatsApp Business and corporate emails to customer purchasing contacts, held in June–August 2026. All indicators were measured using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree). Before being massively deployed, the instrument was pre-tested to 30 respondents outside the main sample to test validity (Pearson correlation > r -table at 5% significance) and reliability (Cronbach's Alpha > 0.60).

Website Quality (X1) is measured through 6 indicators adapted from DeLone and McLean (2003) and Lee and Kozar (2006), including the dimensions of system quality, information quality, and service quality. Social Media Marketing (X2) is measured through 5 indicators adapted from Tarabieh (2022), including interactivity, trendiness, and customization. Brand Awareness (M) is measured through 3 indicators adapted from Aaker (1991) and Hien and Nhu (2022), including brand recall, brand recognition, and top-of-mind. Purchase Intention (Y) is measured through 4 indicators adapted from Lee, Goh, and Mohd Noor (2019) and Hien and Nhu (2022), including transactional, referential, and preferential intention.

Data Analysis Techniques

Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) through SmartPLS 4 software (Ringle et al., 2024), which was chosen for its advantages in handling exploratory research models without requiring strict data normality assumptions (Hair et al., 2021). Evaluation of the measurement model (outer model) included convergent validity (outer loading > 0.70 and AVE > 0.50), discriminant validity (Fornell-Larcker and HTMT criteria < 0.90), and construct reliability (Cronbach's Alpha and Composite Reliability > 0.70) (Hair et al., 2021; Chin, 1998). The evaluation of the structural model (inner model) included the determination coefficient (R^2), effect size (f^2), predictive relevance ($Q^2_{predict}$)

through the PLSpredict procedure), and collinearity test ($VIF < 5$). (Pardede, R., Thaib, D., Christian, M., & Hinsu, D. P. (2025). The testing of the direct and mediated influence hypothesis was carried out through the Bootstrapping resampling procedure with 5,000 subsamples, where the hypothesis was accepted if the T-statistical value was > 1.96 and the P-value < 0.05 in the two-way test.

RESULTS AND DISCUSSION

Respondent Characteristics and Descriptive Statistics

The questionnaire was successfully collected and processed from 173 respondents of PT. Sumberparts Berindo customers. Based on the field of work, the majority of respondents came from the Purchasing division (128 people; 73.99%), followed by Sales (11 people; 6.36%), Engineer (9 people; 5.20%), and Production (5 people; 2.89%), indicating that most of the respondents were procurement decision-makers who interacted directly with the company's products and services. Based on the position level, the most respondents were at the Staff level (125 people; 72.25%), followed by Managers (26 people; 15.03%), Supervisors (15 people; 8.67%), and Directors (7 people; 4.05%), so that the data represents perceptions from the level of technical implementers to those in charge of strategic policies.

Descriptively, all research variables were in the High to Very High category: Website Quality (mean = 4.279; SD = 0.795), Social Media Marketing (mean = 4.132; SD = 0.808), Brand Awareness (mean = 4.335; SD = 0.772), and Purchase Intention (mean = 4.278; SD = 0.766). The highest score on Brand Awareness lies in the brand recall indicator ("directly remembering the name of PT. Sumberparts Berindo when needing bearings"; mean = 4.439), while Purchase Intention lies in the actual purchase plan (mean = 4.399), indicating that customers have high confidence in the quality and operational reputation of the company.

Evaluation of Measurement Models (Outer Model)

The convergent validity test showed that all indicators (WQ1–WQ6, SMM1–SMM5, BA1–BA3, PI1–PI4) had an outer loading value between 0.805 and 0.929, well above the 0.70 threshold, so no indicators needed to be eliminated from the model (Table 1). The Average Variance Extracted (AVE) value of the entire construct was also above 0.50 (0.720–0.809), which means that each latent construct was able to explain more than 70% of the variance of its constituent indicators. The reliability test showed that Cronbach's Alpha (0.847–0.941) and Composite Reliability (0.907–0.955) values of the entire construct were well above the 0.70 threshold, so that all instruments were declared reliable (Table 1).

Table 1. Convergent Validity and Construct Reliability

Construct	Indicators	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability (ρ_c)
Website Quality (X1)	6	0,805 - 0,892	0,720	0,922	0,939
Social Media Marketing (X2)	5	0,860 - 0,929	0,809	0,941	0,955
Brand Awareness (M)	3	0,838 - 0,905	0,766	0,846	0,907
Purchase Intention (Y)	4	0,850 - 0,893	0,764	0,897	0,928

Source: SmartPLS 4 (Algorithm) output, processed.

Discriminant validity was evaluated through the Fornell-Larcker criteria and the Heterotrait-Monotrait Ratio (HTMT). The square root of the AVE of each construct (0.848–0.899) was shown to be greater than its correlation with the other constructs, meeting the Fornell-Larcker criteria (Table 2). The HTMT value between constructs ranged from 0.787–0.908, with all construct pairs below the conservative threshold of 0.90, except for the Website Quality–Social Media Marketing pair which was right at the limit (0.908). The proximity of these values is reasonable considering that both constructs represent the quality of the company's digital channels (owned media), but it is still necessary to note caution in the development of advanced research instruments.

Table 2. Discriminatory Validity - Fornell-Larcker Criteria

Construct	BA	PI	SMM	WQ
Brand Awareness (BA)	0,875			
Purchase Intention (PI)	0,779	0,874		
Social Media Marketing (SMM)	0,707	0,784	0,899	
Website Quality (WQ)	0,746	0,760	0,846	0,848

Source: SmartPLS 4 (Algorithm) output, processed.

Table 3. Validitas Diskriminan - Heterotrait-Monotrait Ratio (HTMT)

Construct	BA	PI	SMM	WQ
Brand Awareness (BA)	-			
Purchase Intention (PI)	0,890	-		
Social Media Marketing (SMM)	0,787	0,851	-	
Website Quality (WQ)	0,841	0,834	0,908	-

Source: SmartPLS 4 (Algorithm) output, processed.

Evaluation of Structural Models (Inner Model)

Evaluation of the structural model showed an R^2 Brand Awareness value of 0.577 (R^2 Adjusted = 0.572), which means that Website Quality and Social Media Marketing simultaneously explain 57.7% of the variance of Brand Awareness (moderate category). The R^2 Purchase Intention value was 0.719 (R^2 Adjusted = 0.714), which means that the three exogenous and mediating variables explain 71.9% of the Purchase Intention variance (strong category, close to the threshold of 0.67 according to Chin, 1998) (Table 4).

Effect size (f^2) showed that Website Quality made a moderate contribution to Brand Awareness ($f^2 = 0.182$), while Social Media Marketing made a small contribution ($f^2 = 0.047$). On the path to Purchase Intention, Brand Awareness made a moderate contribution ($f^2 = 0.255$) and Social Media Marketing made a small contribution ($f^2 = 0.143$), while Website Quality directly contributed almost non-existent ($f^2 = 0.014$), consistent with insignificant direct hypothesis test results (Table 3). The collinearity test showed that all VIF values of the inner model were below 5 (1.73–4.17), so that the model was free from multicollinearity problems. The model fit test yielded an SRMR value of 0.069, below the threshold of 0.08, which indicates that the model has a good fit.

Table 4. Coefficient of Determination (R^2) and Effect Size (f^2)

Variables/Paths	R^2	R^2 Adjusted	f^2	Category f^2
Brand Awareness	0,577	0,572	-	-

Variables/Paths	R ²	R ² Adjusted	f ²	Category f ²
Purchase Intention	0,719	0,714	-	-
Website Quality -> Brand Awareness	-	-	0,182	Medium
Social Media Marketing -> Brand Awareness	-	-	0,047	Small
Website Quality -> Purchase Intention	-	-	0,014	Ignored
Social Media Marketing -> Purchase Intention	-	-	0,143	Small
Brand Awareness -> Purchase Intention	-	-	0,255	Medium

Source: SmartPLS 4 output (Algorithm), processed. SRMR model = 0.069 (< 0.08); VIF inner model 1.73-4.17 (< 5).

The predictive relevance model was tested through the PLSpredict procedure, resulting in a Q²predict value of 0.562 for Brand Awareness and 0.634 for Purchase Intention (Table 5), both of which are in the category of large predictive relevance ($Q^2 \geq 0.50$), which means that the model has good out-of-sample predictive power.

Table 5. Predictive Relevance (Q²predict)

Variable endogenous	Q ² predict	RMSE	IT IS	Category
Brand Awareness	0,562	0,675	0,493	Large
Purchase Intention	0,634	0,615	0,460	Large

Source: SmartPLS 4 (PLSpredict) output, processed.

Hypothesis Testing

Hypothesis testing was carried out through the Bootstrapping procedure with 5,000 subsamples at a significance level of 5% (Table 6). The results of the direct influence test showed that Website Quality had a positive and significant effect on Brand Awareness ($\beta = 0.521$; $T = 4.952$; $p = 0.000$), so that H1 was accepted. Social Media Marketing also had a positive and significant effect on Brand Awareness ($\beta = 0.266$; $T = 2.519$; $p = 0.012$), so that H2 was accepted. On the other hand, the direct influence of Website Quality on Purchase Intention was not significant ($\beta = 0.127$; $T = 1.193$; $p = 0.233$), so H3 was rejected. Social Media Marketing had a positive and significant effect on Purchase Intention ($\beta = 0.385$; $T = 4.138$; $p = 0.000$), so H4 is accepted. Brand Awareness has a positive and significant effect on Purchase Intention ($\beta = 0.412$; $T = 5.256$; $p = 0.000$), so H5 is accepted.

Table 6. Direct Effects Test Results

Hipotesis	Jalur	Coefficin (O)	T-Statistics	P-Values	Verdict
H1	Website Quality -> Brand Awareness	0,521	4,952	0,000	Accepted
H2	Social Media Marketing -> Brand Awareness	0,266	2,519	0,012	Accepted
H3	Website Quality -> Purchase Intention	0,127	1,193	0,233	Rejected
H4	Social Media Marketing -> Purchase Intention	0,385	4,138	0,000	Accepted
H5	Brand Awareness -> Purchase Intention	0,412	5,256	0,000	Accepted

Source: SmartPLS 4 output (Bootstrapping, 5,000 subsamples), processed.

The testing of the influence of mediation (specific indirect effects) in Table 7 shows that Brand Awareness significantly mediates the influence of Website Quality on Purchase

Intention ($\beta = 0.215$; $T = 3.494$; $p = 0.0005$), so that H6 is accepted. Because the direct influence of Website Quality on Purchase Intention is not significant (H3 is rejected), the type of mediation that occurs is full mediation: Website Quality is not able to encourage buying interest without first forming Brand Awareness. Brand Awareness is also proven to significantly mediate the influence of Social Media Marketing on Purchase Intention ($\beta = 0.109$; $T = 2.292$; $p = 0.022$), so that H7 is accepted. Because the direct influence of Social Media Marketing on Purchase Intention remains significant (H4 is accepted), the type of mediation that occurs is complementary partial mediation: Social Media Marketing encourages Purchase Intention both directly and through strengthening Brand Awareness.

Table 7. Specific Indirect Effects Test Results

Hipotesis	Jalur	Coefficin (O)	T-Statistics	P-Values	Verdict	Types of Mediation
H6	Website Quality -> Brand Awareness -> Purchase Intention	0,215	3,494	0,0005	Accepted	Full mediation
H7	Social Media Marketing -> Brand Awareness -> Purchase Intention	0,109	2,292	0,022	Accepted	Partial mediation

Source: SmartPLS 4 output (Bootstrapping, 5,000 subsamples), processed.

Findings H1 and H2 confirm that both digital-owned media channels — websites and social media — successfully act as a stimulus (S) within the framework of S-O-R that forms the cognitive retention of B2B customers (organisms/O in the form of brand awareness), in line with Budiarti and Oktama (2025) and Tarabieh (2022). The contribution of Website Quality ($f^2 = 0.182$) to Brand Awareness is greater than that of Social Media Marketing ($f^2 = 0.047$), which indicates that in high-value and risky B2B purchases, the clarity of technical specifications and the reliability of official websites are more trusted as a primary source of information than social media content, which tends to act as an amplification channel.

The insignificance of Website Quality's direct influence on Purchase Intention (H3 rejected) shows that in the B2B context of mechanical components, website quality alone is not enough to instantly drive corporate customer purchase intent; its functional value is only realized when brand awareness has been established first, as confirmed by the full mediation role in H6. These findings are consistent with Hien and Nhu (2022) who stated that B2B buyers, who represent institutions with strict financial accountability, tend to choose vendors with clear brand awareness to avoid procurement risks.

On the other hand, Social Media Marketing has been shown to have a significant effect on Purchase Intention both directly (H4) and through Brand Awareness mediation (H7), showing a complementary pattern of partial mediation. This indicates that social media content that is relevant to customer operational needs (highest score on the SMM4 indicator = 4.191) is able to trigger psychological impulses of purchases more directly than websites, in line with Akgün (2020) who emphasizes the role of social media in stimulating buying interest through strengthening perceived usefulness.

Brand Awareness proved to be the most influential variable on Purchase Intention ($\beta = 0.412$; $f^2 = 0.255$), reinforcing its position as a risk filter for purchase decisions (H5), in line

with Aaker (1991), Keller (1993), and Lee et al. (2019). Overall, this model without moderation variables results in a more assertive picture of influence paths: Website Quality works indirectly entirely through Brand Awareness, while Social Media Marketing works both directly and indirectly, with Brand Awareness remaining the central mediator in converting digital exposure into real buying interest in the B2B market.

CONCLUSION

Based on the PLS-SEM analysis of data from 173 B2B customers of PT Sumberparts Berindo, the study concluded that (1) website quality had a positive and statistically significant effect on brand awareness; (2) social media marketing had a positive and statistically significant effect on brand awareness; (3) website quality did not have a statistically significant direct effect on purchase intention; (4) social media marketing had a positive and statistically significant direct effect on purchase intention; (5) brand awareness had a positive and statistically significant effect on purchase intention; (6) brand awareness fully mediated the relationship between website quality and purchase intention; and (7) brand awareness partially mediated the relationship between social media marketing and purchase intention. The model explained 71.9% of the variance in purchase intention ($R^2 = 0.719$) and demonstrated substantial predictive relevance ($Q^2_{\text{predict}} = 0.634$). From a managerial perspective, PT Sumberparts Berindo should (1) integrate its website-based digital catalog with its enterprise resource planning (ERP) system to provide real-time inventory information and technical data sheets and incorporate Request for Quotation (RFQ) and live-chat features, particularly because 73.99% of respondents worked in purchasing functions; (2) strengthen educational and technical social media content, such as guidance on identifying bearing failures and preventing machine downtime, while using LinkedIn to support professional engagement with industry customers; and (3) conduct regular technical webinars or bearing clinics to strengthen brand awareness and top-of-mind recall among industrial customers. Future research should (1) expand the geographical coverage or compare B2B sectors beyond the mechanical components industry; (2) incorporate additional variables relevant to B2B purchasing, such as e-trust, perceived risk, customer relationship management, and corporate reputation, based on appropriate theoretical roles as mediators or moderators; (3) employ longitudinal designs to examine whether purchase intention translates into actual purchasing behavior over the relatively long B2B purchasing cycle; and (4) complement PLS-SEM with qualitative methods, such as in-depth interviews with procurement decision-makers, to provide a more comprehensive understanding of B2B purchasing and negotiation processes.

FUNDING

This research does not receive special funding from government, private, or other organizations.

CONFLICT OF INTEREST

The authors state that there is no conflict of interest in the research, writing, or publication of this article.

AUTHOR'S CONTRIBUTION

All authors contributed to the preparation of this article. Author 1 (Denny Timothy Dian Priesta) played a role in the conceptualization of the research, played a role in the collection and analysis of data, played a role in the interpretation of the results and the preparation of the manuscript, while the other authors contributed to the review, editing, and final approval of the manuscript.

GENERATIVE ARTIFICIAL INTELLIGENCE USAGE STATEMENT

The author states that no generative artificial intelligence was used in the preparation of this article.

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