

# The Effect of Social Commerce Platforms and Perceived Product Quality on Product Sales Growth, Moderated by Digital Promotional Strategies: A Case Study at Zahra Store in Tebo Regency, Jambi Province

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## Abstract

This study aims to analyze the influence of social commerce platforms and product quality perception on the increase in cosmetics sales, with digital promotion strategies serving as a moderating variable among Zahra Store customers in Tebo Regency, Jambi Province. Amidst intense competition in the cosmetics industry, local MSMEs face challenges in market reach, making the integration of social commerce and product excellence critical to explore. Employing a quantitative approach with an explanatory research design, data were collected from February to May 2026 via questionnaires based on a 5-point Likert scale administered to 150 purposively sampled respondents. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) via SmartPLS 4. The structural model evaluation shows an R-square value of 0.586, indicating that platform social commerce and product quality perception simultaneously explain 58.6% of the variance in sales growth. Individually, product quality perception ( $\beta = 0.566$ ,  $t = 12.813$ ,  $p = 0.000$ ) and platform social commerce ( $\beta = 0.458$ ,  $t = 9.271$ ,  $p = 0.000$ ) exert positive and significant direct effects on product sales increase. Conversely, digital promotion strategy shows neither a significant direct effect ( $\beta = 0.119$ ,  $p = 0.096$ ) nor a significant moderating role in the model ( $p > 0.05$ ). These findings imply that regional retail sales are primarily driven by direct platform utility and core product quality, rather than external promotional gimmicks. Practically, local MSMEs in non-urban sectors should focus their limited resources on maintaining high product reliability and optimizing native interactive features such as direct chat responsiveness and seamless catalog access instead of investing heavily in high-cost digital advertisement campaigns.

## Keywords:

Social Commerce Platform; Perception of Product Quality; Increasing Product Sales; Digital Promotion Strategies.

## 1. INTRODUCTION

The development of digital technology in recent years has brought significant changes to consumer behavior and business marketing strategies, particularly in the context of social media-based marketing. Digital transformation is marked by the increasing use of the internet and mobile devices, as well as the integration of digital technology into various aspects of society. Data from We Are Social shows that the number of active internet and social media users continues to rise globally, including in Indonesia, which has a very high social media penetration rate. This situation has made social media not only a means of communication but also a primary platform for digital consumption and commerce, particularly among Generation Z, who actively use social media to seek information and purchase products. In this context,

platforms like Instagram have evolved into social commerce platforms that enable direct interaction between sellers and consumers through visual content, user reviews, and digital transaction features.

The use of social media as a digital marketing tool has become a key strategy for businesses, including Micro, Small, and Medium Enterprises (MSMEs). Previous research indicates that interactions via social media have a significant impact on consumer purchasing intent, driven by easy access to information, interactive features, and engaging visual content. Additionally, Instagram is considered to have great potential in building digital marketing relationships and increasing consumer engagement through features such as feeds, stories, reels, and live streaming. This phenomenon indicates that changes in consumer shopping behavior present an opportunity for MSMEs to expand their market reach more effectively through the implementation of digital marketing strategies.

Although various studies have examined the influence of social commerce and perceptions of product quality on consumer behavior, there remains a critical research gap regarding the simultaneous testing of these two variables on product sales growth, particularly among local cosmetic MSMEs in non-urban areas. Most previous studies have focused heavily on large enterprises or well-developed urban contexts. Consequently, research examining the empirical relationship between social commerce platforms, product quality perceptions, and sales growth with digital promotion strategies acting as a moderating variable remains remarkably limited in regional markets. Investigating a non-urban setting is essential because consumer dynamics, digital literacy, and logistical challenges in rural regions differ substantially from metropolitan hubs. This study directly addresses this empirical gap by capturing how digital tools function when traditional marketing infrastructures are constrained.

Given these conditions, this study focuses on Zahra Store, a local cosmetics MSME located in Tebo Regency, Jambi Province, which actively utilizes Instagram as a social commerce platform to market its products. Zahra Store faces real-world challenges in the form of intense competition in the cosmetics industry and a limited physical market reach, making the implementation of digital marketing strategies crucial for survival and increasing product sales. This study aims to analyze the influence of social commerce platforms and product quality perceptions on the increase in cosmetics sales, with digital promotion strategies serving as a moderating variable among Zahra Store customers. Specifically, this study aims to determine the extent to which social commerce platforms and product quality perceptions can drive product sales, as well as how digital promotion strategies strengthen or weaken this relationship in a regional retail environment.

Theoretically, this study is expected to enrich the literature on digital marketing, social commerce, and consumer behavior by providing fresh empirical evidence from the perspective of local cosmetic MSMEs in non-urban territories. It also contributes to the ongoing debate regarding the effectiveness of digital promotion strategies as a moderating variable in digital commerce frameworks. Practically, the results of this study are expected to serve as a strategic reference and guide for MSME practitioners in regional areas to design resource-efficient digital marketing strategies that maximize sales growth in the digital economy era.

## 2. RESEARCH METHOD

This study employed a quantitative research approach using an explanatory research design to examine the causal relationships between Platform Social Commerce, Perceived Product Quality, Digital Promotion Strategy, and Product Sales Improvement among customers of Zahra Store. Quantitative research is a systematic scientific approach used to investigate relationships among variables through measurable numerical data and statistical analysis Yani Balaka & Abyan, (2022). The explanatory design was selected because this study aims to explain the influence of independent variables on the dependent variable and test the proposed hypotheses empirically. This approach is considered appropriate for analyzing the relationship between digital marketing variables and sales performance in the context of social commerce adoption among local cosmetic businesses.

The target population comprises all customers purchasing cosmetic products from Zahra Store through its digital and physical channels. Given that the exact population size is unknown and fluctuating (infinite population), a non-probability approach utilizing purposive sampling was selected to determine a final sample size of 150 respondents. Following Hair et al., (2017), this size is highly adequate for SEM-PLS analysis involving four latent variables and 20 indicators. To ensure data validity and prevent response bias from one-time buyers, specific inclusion criteria were enforced: respondents must be active customers residing in Tebo Regency, follow Zahra Store's Instagram business account, and have completed at least two separate purchases within the last six months to guarantee familiarity with the store's product quality and social commerce interface.

Primary data collection was conducted from February to May 2026 using documentation, direct observation, and structured questionnaires operationalized through a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) Mumu et al., (2022). To maximize the response rate across the regional infrastructure, a hybrid distribution strategy was implemented: physical questionnaires were handed out directly offline to walk-in customers at the brick-and-mortar store, meanwhile digital Google Forms were shared online via Instagram Direct Messages and other communication networks. The measurement

instruments consisted of 20 indicators adapted from established frameworks: Platform Social Commerce from Hajli, (2015), Perceived Product Quality from Stylidis et al., (2020), Digital Promotion Strategy from Mocanu & Szakal, (2024), and Product Sales Growth from (Yotapditya, 2023).

Table 1. Operational Definitions of Research Variables

Variables / Definitions Expert (years)	Indicator Expert (years)	Scale and Items
Increase in Product Sales (Y) An increase in sales refers to a rise in the number of products sold during a specific period, which is influenced by marketing strategies and consumer behavior. (Yotapditya, 2023)	1. Increase in product purchases	Likert
	2. Increase in product purchases	1, 2, 3, 4, 5
	3. Increase in sales revenue	6, 7, 8, 9, 10
	4. Repurchase interest	11, 12, 13, 14, 15
	5. Recommendations for others	16, 17, 18, 19, 20
Digital Promotion Strategy (Z) Digital promotion strategies are marketing efforts carried out through digital media to effectively reach consumers and increase engagement and purchasing decisions. (Mocanu & Szakal, 2024)	1. The use of social media in marketing	Likert
	2. Quality of digital promotional content	1, 2, 3, 4
	3. Interacting with customers online	5, 6, 7, 8
	4. Intensity of digital promotion	9, 10, 11, 12
	5. The precision of digital advertising	13, 14, 15, 16 17, 18, 19, 20
Social Commerce Platform (X <sub>1</sub> ) Social commerce is the use of social media platforms integrated with e-commerce activities to support social interaction and online purchases. (Hajli, 2015)	1. Ease of use of the Platform	Likert
	2. Social interaction among users	1, 2, 3, 4
	3. Trust in the Platform	5, 6, 7, 8
	4. Recommendations and user reviews	9, 10, 11, 12
	5. Convenience of transactions	13, 14, 15, 16 17, 18, 19, 20
Perceived Product Quality (X <sub>2</sub> ) Perceived product quality refers to consumers' assessment of a product's merits or overall quality based on their experiences and expectations. (Stylidis et al., 2020)	1. Product material quality	Likert
	2. Product reliability	1, 2, 3, 4
	3. Alignment with expectations	5, 6, 7, 8
	4. Product durability	9, 10, 11, 12
	5. Product quality image	13, 14, 15, 16 17, 18, 19, 20
Total Pertanyaan		80

Source: Secondary data, Author (2026)

In addition to questionnaires, this study also utilized documentation and direct observation techniques to support the primary data collection process. Observations were conducted to understand customer behavior related to social commerce activities, digital promotional practices, and purchasing behavior associated with product sales improvement at Zahra Store (Ines, P. 2025; Abdullah Ali et al., 2024; Kowalkowski et al., 2025). The collected data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS version 4 software. SEM-PLS was selected because it is suitable for predictive research models involving latent variables and multidimensional indicators, while also accommodating relatively moderate sample sizes and non-normal data distribution (Mirhosseini et al., 2022; Memon et al., 2021). The data analysis process consisted of descriptive statistical analysis and structural model analysis. The SEM-PLS analysis involved two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model assessment included convergent validity, discriminant validity using the Fornell-Larcker criterion and cross-loading analysis, composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE). Indicators were considered valid when factor loadings exceeded 0.70 and AVE values exceeded 0.50, while reliability was confirmed when Cronbach's alpha and composite reliability values exceeded 0.70. The inner model evaluation examined the coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), predictive relevance ( $Q^2$ ), path coefficients, and hypothesis testing using bootstrapping procedures. Hypotheses were accepted when the T-statistic value exceeded 1.96 and the P-value was below 0.05. The study tested both direct effects and moderating effects involving Digital Promotion Strategy within the research model.

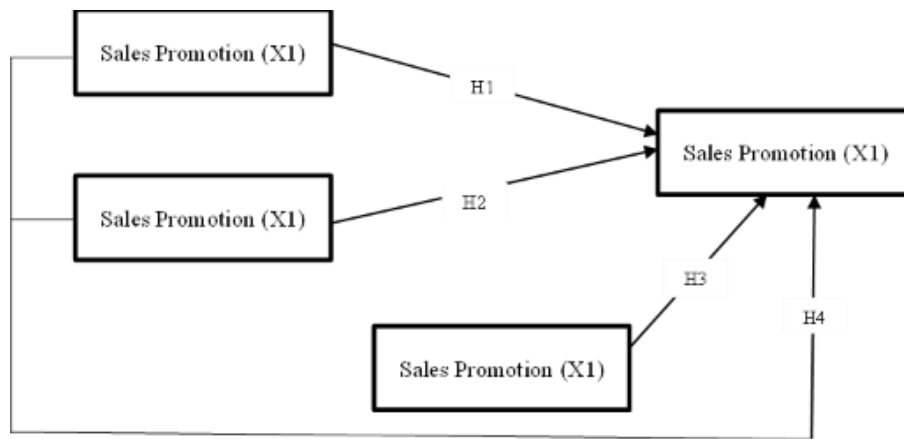


Figure 1. Research Framework Model

Ethical considerations were addressed throughout the study. Participation in the survey was voluntary, and respondents were informed about the purpose of the research before completing the questionnaire. The confidentiality and anonymity of respondents were maintained, and all collected data were used solely for academic purposes. Despite following systematic research procedures, this study has several limitations. First, the study focused only on customers of Zahra Store in Kabupaten Tebo, which may limit the generalizability of the findings to broader populations or different business sectors. Second, the study relied on self-reported questionnaire data, which may be influenced by respondent subjectivity and response bias. However, these limitations were minimized through the use of validated measurement indicators, instrument testing procedures, and SEM-PLS analysis to improve the reliability and robustness of the research findings.

### 3. RESULTS AND DISCUSSION

#### 3.1. Results

##### 3.1.1. Respondent Characteristics

The respondents in this study consisted of 150 customers of Zahra Store who had experience purchasing cosmetic products through social commerce platforms such as Instagram and others. Respondents were categorized based on gender, purchase frequency, shopping platform, and average expenditure to provide an overview of customer characteristics. The findings indicate that female consumers dominated the respondent profile, while most respondents reported purchasing cosmetic products more than five times, reflecting relatively high consumer engagement with Zahra Store's digital marketing activities.

The respondent profile provides important contextual information for interpreting the study findings. The dominance of female consumers and frequent repeat purchases indicates that Zahra Store's customer base is largely composed of active cosmetic users who are familiar with digital shopping experiences. These characteristics are relevant because purchasing behavior in the cosmetic industry is often influenced by product suitability, trust, social interaction, and promotional exposure through digital platforms. Therefore, the respondent characteristics strengthen the relevance of examining social commerce platforms, perceived product quality, and digital promotion strategies in explaining purchasing behavior and cosmetic sales performance.

The respondent characteristics also suggest that Instagram serves as the primary interaction and transaction channel for Zahra Store customers, with almost all respondents relying on this platform for shopping activities. This finding is significant because the effectiveness of social commerce depends heavily on platform familiarity and consumer engagement. Furthermore, the high proportion of respondents purchasing more than five times and spending above Rp 500,000 per transaction suggests sustained purchasing behavior and relatively high transaction value. Consequently, these characteristics support the assumption that digital marketing exposure and perceived product quality may meaningfully influence purchasing decisions and contribute to increased cosmetic sales.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (People)	Percentage (%)
Gender	Women	1	0,7%
	Average Expenditure	149	99,3%
Purchase Frequency	1 Kali	0	0,0%
	2 – 3 Kali	12	8,1%
	4 – 5 Kali	21	14,1%
	> 5 Kali	116	77,9%
Shopping Platform	Instagram	149	99,3%
	Others	1	0,7%
Average Expenditure	< Rp 100.000	18	12,1%
	Rp 100.000 – Rp 300.000	36	24,2%
	Rp 300.000 – Rp 500.000	31	20,8%
	> Rp 500.000	64	43,0%

Source: Primary data, compiled by the author, 2026

**3.1.2. Measurement Model Evaluation (Outer Model)**

The measurement model was evaluated to test the construct validity and reliability of the research through analyses of convergent validity, discriminant validity, and reliability tests. Convergent validity was met because all measurement indicators had outer loadings above 0.70 meaning they were able to explain each construct well and had Average Variance Extracted (AVE) values exceeding the 0.50 threshold. Additionally, the discriminant validity test using the Fornell-Larcker criteria and cross-loading analysis showed that the square root of the AVE for each construct was higher than its correlation with other constructs, thereby proving that all variables are empirically distinct. Finally, reliability testing using Cronbach’s Alpha and Composite Reliability values, all of which exceeded 0.70, confirmed that the measurement instrument possesses satisfactory internal consistency and reliability.

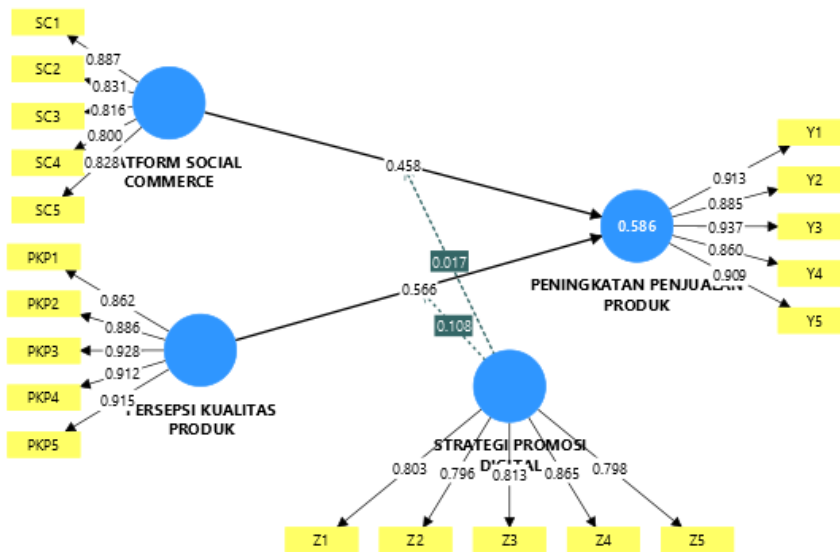


Figure 2. Graphical Output

Based on the graphical output, all indicators for the variable’s social commerce, product quality, cosmetics sales, and digital promotion strategies show a loading factor above the required minimum threshold. This indicates that the research model qualifies to proceed to a more in-depth testing phase, namely the evaluation of construct validity and reliability.

**3.1.2.1. Convergent Validity**

Convergent validity was tested using outer loading factor on each research instrument. An indicator is considered valid if the outer loading value is above 0.70. The test results showed that all research indicators had outer loading values above 0.70, which ranged from 0.796 to 0.937 for the variables of platform social commerce (X1), product quality perception (X2), digital promotion strategy (Z), and product sales increase (Y). In addition, no single indicator had an outer loading value below 0.70. These results indicate that all research constructs are valid and capable of providing good measurement models. This can be seen in Table 3.

Table 3. Results of the Convergent Validity Test

Variable	Indicator	Code	Loading Factor	Description
Platform Social Commerce (X1)	Ease of Use of the Platform	SC1.1	0.887	Valid
	Social Interaction Among Users	SC1.2	0.831	Valid
	Trust in the Platform	SC1.3	0.816	Valid
	Recommendations and User Reviews	SC1.4	0.800	Valid
	Convenience of Transactions	SC1.5	0.828	Valid
Perception of Product Quality (X2)	Product Material Quality	PKP2.1	0.862	Valid
	Product Reliability	PXP2.2	0.886	Valid
	Alignment with Expectations	PXP2.3	0.928	Valid
	Product Durability	PXP2.4	0.912	Valid
	Product Quality Image	PXP2.5	0.915	Valid
Digital Marketing Strategy (Z)	The Use of social media in Marketing	Z1.1	0.803	Valid
	Quality of Digital Promotional Content	Z2.2	0.796	Valid
	Interacting with Customers Online	Z2.3	0.813	Valid
	Intensity of Digital Promotion	Z2.4	0.865	Valid
	The Accuracy of Digital Advertising Targeting	Z2.5	0.798	Valid
Peningkatan Produk (Y)	Increase in Product Purchases	Y1.1	0.913	Valid
	Increase in Purchase Frequency	Y2.2	0.885	Valid
	Increase in Sales Revenue	Y2.3	0.937	Valid
	Repurchase Interest	Y2.4	0.860	Valid

Source: Primary data, compiled by the author, 2026

**3.1.2.2. Discriminant Validity**

Discriminant validity testing was conducted using the cross-loading method and latent variable correlation approaches to ensure that each research construct was sufficiently distinct from the others. A construct was deemed to meet discriminant validity if its indicator loading on the intended construct was higher than its cross-loadings on other constructs. The test results showed that all indicator loadings on their respective main constructs were higher than their loadings on other specified variables in the model. The internal correlation values between variables also successfully met the strict criteria required by the PLS-SEM algorithm. Thus, all constructs in this study were found to have good discriminant validity. This can be seen in Table 4.

Table 4. Results of the Discriminant Validity Test (HTMT)

variable	Increase in Product Sales	Perception of Product Quality	Platform Social Commerce	Digital Promotion Strategy X Social Commerce Platforms	Digital Promotion Strategies and Perceptions X Product Quality
Increase in Product Sales	0.629				
Perception of Product Quality	0.532				
Platform Social Commerce	0.130	0.077			
Digital Marketing Strategy	0.051	0.076	0.085		
Digital Promotion Strategy X Social Commerce Platforms	0.062	0.066	0.130		
Digital Promotion Strategies X Perceptions of Product Quality	0.629	0.068	0.068	0.119	

Source: Primary Data, Data Analysis Results, Author 2026

**3.1.2.3. Construct Reliability and Validity**

Construct reliability was tested using Cronbach’s alpha, composite reliability, and Average Variance Extracted (AVE). A construct is considered reliable if Cronbach’s alpha and composite reliability are above

0.70 and AVE is above 0.50. The test results showed that all research variables had composite reliability values above 0.70, namely product sales increase (Y) at 0.956, product quality perception (X2) at 0.955, platform social commerce (X1) at 0.919, and digital promotion strategy (Z) at 0.908. In addition, all variables also had AVE values above 0.50. These results indicate that all research constructs are reliable and capable of providing consistent measurement results. This can be seen in Table 5.

Table 5. Results on construct reliability and validity

Variable	Cronbach's alpha	Composite reliability (rho <sub>a</sub> )	Composite reliability (rho <sub>c</sub> )	Average variance extracted (AVE)
Increased Product Sales	0.942	0.942	0.956	0.812
Perception of Product Quality	0.942	0.942	0.955	0.811
Platform Social Commerce	0.889	0.895	0.919	0.693
Digital Marketing Strategy	0.884	1.031	0.908	0.665

Source: Primary Data, Data Analysis Results, Author 2026

Based on the results of the construct reliability and validity tests in Table 8, all research variables have composite reliability (rho<sub>c</sub>) values above 0.70, namely product sales increase (Y) at 0.956, product quality perception (X2) at 0.955, platform social commerce (X1) at 0.919, and digital promotion strategy (Z) at 0.908; thus, all variables are deemed reliable and consistent. Furthermore, the results of the outer model testing through convergent validity, discriminant validity, and construct reliability and validity indicate that all indicators have met the criteria for validity and reliability, as evidenced by factor loadings above 0.70, cross-loading criteria, and Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) values for all variables meeting the required standards. Thus, all constructs and indicators in this study are deemed valid and reliable, making them suitable for testing the structural model (inner model) and subsequent hypothesis testing.

### 3.1.3. Structural Model Evaluation (Inner Model)

An evaluation of the structural model (inner model) was conducted to assess the research model's ability to explain the relationships among latent variables. The inner model was tested through an analysis of the coefficient of determination (R<sup>2</sup>) and hypothesis testing using the bootstrapping technique in SmartPLS 4.

#### 3.1.3.1. Coefficient of Determination (R<sup>2</sup>)

The structural model showed an R-square value of 0.586 for product sales increase (Y), indicating that platform social commerce and product quality perception explain 58.6% of the variance in product sales increase, while the remaining 41.4% is influenced by other factors outside this study. According to SEM-PLS criteria, this value indicates moderate explanatory power. This can be seen in Table 6.

Table 6. R-Square Test Results

	R-square	R-square adjusted
Increased Product Sales	0.586	0.572

Source: Primary Data, Data Analysis Results, Author 2026

Based on Table 6 above, the adjusted R-squared coefficient for Increased Product Sales is 0.572, indicating that the model's predictive power has a moderate effect. This means that the independent variables in this study explain 57.2% of the variance in Increased Product Sales, while the remaining 42.8% is explained by other variables not examined in this study.

#### 3.1.3.2. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method by examining path coefficients, t-statistics, and p-values. The hypothesis was accepted if the t-statistic was greater than 1.96 and the p-value was less than 0.05. The test results indicate that product quality perception (X2) has a positive and significant effect on product sales increase (Y), with a coefficient of 0.566, a t-statistic of 12.813, and a p-value of 0.000. These results suggest that the better the product quality perception perceived by consumers, the higher the tendency to increase product sales at Zahra Store. Similarly, platform social commerce (X1) has a positive and significant effect on product sales increase (Y), with a coefficient of 0.458, a t-statistic of 9.271, and a p-value of 0.000. These results suggest that an optimal and interactive social commerce platform can significantly drive a higher product sales increase. Meanwhile, digital promotion strategy (Z) did not have a significant direct effect on product sales increase (Y), with a coefficient of 0.119, a t-statistic of 1.664, and a

p-value of 0.096, so the third hypothesis was rejected. This indicates that direct promotional stimuli alone have not yet been able to directly influence the increase in product sales at Zahra Store.

The moderation test results indicate that digital promotion strategy (Z) does not moderate the effect of platform social commerce (X1) on product sales increase (Y). The test results showed a coefficient value of 0.017, a t-statistic value of 0.207, and a p-value of 0.836, so the fourth hypothesis was rejected. These results indicate that a digital promotion strategy does not strengthen or weaken the influence of platform social commerce on driving product sales increase. Conversely, digital promotion strategy (Z) also does not moderate the effect of product quality perception (X2) on product sales increase (Y). The test results showed a coefficient value of 0.108, a t-statistic value of 1.649, and a p-value of 0.099, so the fifth hypothesis was rejected. These results indicate that the strategic implementation of digital promotions does not provide any strengthening or weakening mechanisms on the relationship between product quality perception and product sales increase at Zahra Store. This can be seen in Table 7.

Table 7. Summary of Research Findings

Hipotesis	Pernyataan	Sign	Pembanding	Keputusan
H1	Platform Social Commerce berpengaruh signifikan terhadap Peningkatan Penjualan Produk	0,000	0,05	Diterima
H2	Persepsi Kualitas Produk berpengaruh signifikan terhadap Peningkatan Penjualan Produk	0,000	0,05	Diterima
H3	Platform Social Commerce dan Persepsi Kualitas Produk secara simultan berpengaruh signifikan terhadap Peningkatan Penjualan Produk	0,586 (R <sup>2</sup> )	> 0,33	Diterima
H4	Strategi Promosi Digital memoderasi pengaruh Platform Social Commerce terhadap Peningkatan Penjualan Produk	0,836	0,05	Ditolak
H5	Strategi Promosi Digital memoderasi pengaruh Persepsi Kualitas Produk terhadap Peningkatan Penjualan Produk	0,099	0,05	Ditolak
H1	Platform Social Commerce berpengaruh signifikan terhadap Peningkatan Penjualan Produk	0,000	0,05	Diterima

Source: Primary Data, Data Analysis Results, Author 2026

Overall, the results of the study indicate that product quality perception (X2) and platform social commerce (X1) are the primary factors influencing product sales increase (Y) at Zahra Store. Additionally, platform social commerce (X1) and product quality perception (X2) together account for a moderate portion of product sales increase behavior. However, digital promotion strategy (Z) has not yet demonstrated a significant direct effect on product sales increase, nor has it shown a significant moderating effect in the context of this study.

## 3.2. Discussion

### 3.2.1. The Effect of Platform Social Commerce on Product Sales Increase

The results indicate that platform social commerce has a positive and significant effect on product sales increase among customers of Zahra Store in Tebo Regency, Jambi Province. The statistical analysis shows a path coefficient value of 0.458, a t-statistics value of 9.271 (>1.96), and a p-value of 0.000 (<0.05\$), indicating that Hypothesis 1 (H1) is accepted. These findings suggest that the optimal and effective utilization of a social commerce platform is able to encourage consumers to make purchases, thereby directly driving higher sales volumes. This finding supports consumer behavior and digital marketing theories, which explain that social-based sales channels can stimulate purchasing decisions quickly through ease of information access and interactive features. An interactive platform creates a sense of trust and engagement that encourages consumers to immediately complete transactions. In the context of Zahra Store, features such as real-time chat interactions, attractive digital product catalogs, and convenient transaction systems further strengthen consumers' purchasing tendencies. The findings are consistent with previous studies conducted by Kostić et al., (2026), Busalim & Asadi, (2025), and Dincer & Dincer, (2023) , which reported that social commerce significantly improves consumer trust, engagement, and sales performance in digital business environments. In addition, the results also align with the perspective of Hajli, (2015), who stated that social commerce integrates social interaction and commercial activities in ways that strengthen consumer confidence and purchasing behavior in online markets.

Practically, these findings imply that social commerce platforms remain one of the most effective modern marketing tools for expanding market reach and improving sales performance in small businesses. Businesses such as Zahra Store can maximize integrated social features, interactive digital content, and real-time customer services to attract and retain digital consumers more consistently in increasingly competitive online markets.

### 3.2.2. The Effect of Product Quality Perception on Product Sales Increase

The findings reveal that product quality perception has a positive and significant effect on product sales increase among customers of Zahra Store in Tebo Regency, Jambi Province. The analysis shows a path coefficient value of 0.566, a t-statistics value of 12.813 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ), indicating that Hypothesis 2 (H2) is accepted. This result suggests that the better the product quality perceived by consumers, the higher the tendency to increase continuous product sales at Zahra Store.

This finding supports consumer behavior theory, which explains that perceived product quality is one of the primary determinants influencing customer satisfaction and purchase decisions. Products that are perceived as high-quality generate added value, strengthen consumer trust, and increase loyalty toward the brand. The findings are consistent with previous studies conducted by (Pham et al., 2023; Ahn & Lee, 2024; and Kowalkowski et al., 2025), which reported that perceived product quality significantly influences purchase intention, customer satisfaction, repurchase behavior, and sales performance in digital business environments. In addition, the results also align with the perspective of Styliadis et al., (2020), who emphasized that perceived quality is formed through consumers' evaluation of functional, aesthetic, reliability, safety, and value-related attributes of a product.

In the context of Zahra Store, positive consumer evaluations regarding product feature excellence, reliability, safety, and conformity with advertised specifications successfully build consumer confidence, which ultimately contributes to a consistent increase in sales volume. This finding indicates that the role of perceived quality remains highly relevant in digital retail competition, where consumers are increasingly selective and quality-conscious before making purchasing decisions. Practically, these results imply that maintaining strict quality control and continuously improving product excellence are essential strategies for retail businesses to sustain sales growth and strengthen customer loyalty in increasingly competitive digital markets.

### 3.2.3. The Simultaneous Effect of Platform Social Commerce and Product Quality Perception on Product Sales Increase

The results indicate that platform social commerce and product quality perception simultaneously influence product sales increase behavior at Zahra Store in Tebo Regency, Jambi Province. The structural model evaluation shows that the R-square value of product sales increase is 0.586, indicating that platform social commerce and product quality perception together explain 58.6% of the variance in product sales increase behavior, while the remaining 41.4% is influenced by other variables outside the scope of this study. These findings suggest that the integration of social technology utilization and the delivery of high-quality products collectively contribute to shaping consumers' purchasing decisions, which acts as a key driver of overall sales performance.

The findings support marketing and digital commerce perspectives, which explain that sales performance is not determined by a single factor, but rather by the synergy between effective digital platforms and strong product value. When consumers experience seamless transactions through interactive social commerce platforms and simultaneously receive products that match their quality expectations, their motivation to purchase increases significantly. The results are consistent with previous studies conducted by (Kostić et al., 2026; Pham et al., 2023; Kowalkowski et al., 2025), which concluded that digital platform effectiveness and perceived product quality jointly improve purchase decisions, customer satisfaction, and sales performance in online business environments.

From a theoretical perspective, these findings strengthen the integrated digital marketing and consumer behavior framework, where platform social commerce functions as a communication and transaction medium, while product quality perception serves as the core value influencing consumer evaluation and purchasing responses. This suggests that sustainable sales growth cannot be achieved through technological convenience alone, but requires a balanced integration between digital platform effectiveness and product excellence. In the context of Zahra Store, the combination of interactive platform features and quality products creates a favorable purchasing environment that strengthens consumer confidence and supports long-term sales growth in increasingly competitive digital markets.

### 3.2.4. The Moderating Effect of Digital Promotion Strategy on the Influence of Platform Social Commerce on Product Sales Increase

The findings indicate that digital promotion strategy does not significantly moderate the relationship between platform social commerce and product sales increase among customers of Zahra Store in Tebo Regency, Jambi Province. The moderating effect shows a path coefficient value of 0.017, a t-statistics value of 0.207 ( $<1.96$ ), and a p-value of 0.836 ( $>0.05$ ), indicating that Hypothesis 4 (H4) is rejected. This result suggests that the strength or weakness of the digital promotion strategy implemented does not provide any significant strengthening or weakening mechanisms on the relationship between platform social commerce usage and sales growth.

This finding is in line with recent studies by (Hediansyah et al., 2025; Sari & Praswati, 2024; Albashori et al., 2025), which suggest that in certain digital commerce contexts, platform usability and direct interaction features can outweigh the influence of promotional intensity in shaping purchasing behavior. It also reflects

the perspective of social commerce adoption theory, which emphasizes that user engagement is primarily driven by trust, interactivity, and perceived convenience rather than external promotional reinforcement.

From a theoretical perspective, these findings suggest that the Stimulus-Organism-Response (SOR) framework may operate differently in highly interactive social commerce environments, where platform-based stimuli (such as interface quality and direct communication features) have a stronger influence than external promotional stimuli. Therefore, digital promotion strategy may not always function as a strengthening factor in the relationship between social commerce platforms and sales performance. From a practical perspective, these findings imply that small businesses operating in social commerce environments should prioritize optimizing platform functionality, customer interaction, and product presentation rather than relying heavily on additional promotional spending. Enhancing user experience within the platform may be more effective in driving sales than increasing promotional intensity alone in contexts similar to Zahra Store.

### 3.2.5. The Moderating Effect of Digital Promotion Strategy on the Influence of Product Quality Perception on Product Sales Increase

The results show that digital promotion strategy does not significantly moderate the relationship between product quality perception and product sales increase among customers of Zahra Store in Tebo Regency, Jambi Province. The analysis shows a path coefficient value of 0.108, a t-statistics value of 1.649 ( $<1.96$ ), and a p-value of 0.099 ( $>0.05$ ), indicating that Hypothesis 5 (H5) is rejected. This finding indicates that the implementation of digital promotions does not provide a noticeable strengthening or weakening effect on how quality perceptions translate into sales figures.

This finding provides a different perspective from recent studies by (Fandra Dikhi Januardani et al., 2023; Mocanu & Szakal, 2024), which found that digital promotions typically strengthen the relationship between product attributes and consumer purchasing intensity. In this study, however, the intrinsic value of product quality offered by Zahra Store appears to reduce consumers' sensitivity toward external promotional stimuli. This aligns with a recent study which noted that in regional or localized retail markets, product utility and core functional value often overrides the temporary appeal of digital marketing campaigns.

Theoretically, this finding contributes to the development of the resource-based perspective or marketing frameworks by demonstrating that product quality possesses an extremely dominant, self-sufficient, and standalone influence on sales in social retail environments. This suggests that businesses operating in regional social commerce sectors should not rely solely on aggressive promotional strategies or digital narratives, but must prioritize maintaining and assuring core product excellence as the primary determinant of consumer purchasing behavior.

## 4. CONCLUSION

Based on the results of the research and discussion conducted on the influence of platform social commerce and product quality perception on product sales increase, with digital promotion strategy as a moderating variable, among customers of Zahra Store, the following conclusions can be drawn:

- a. Platform social commerce has a positive and significant effect on product sales increase at Zahra Store. This indicates that the more optimal the utilization of features on social platforms (such as Instagram), the more effectively it will increase the store's product sales volume.
- b. Product quality perception has a positive and significant effect on product sales increase at Zahra Store. This indicates that a good customer evaluation of the excellence and reliability of the products offered is directly able to improve the store's sales performance.
- c. Platform social commerce and product quality perception simultaneously influence product sales increase at Zahra Store. This indicates that the combination of appropriate digital platform usage and guaranteed product quality together can explain changes in product sales increase.
- d. Digital promotion strategy does not significantly moderate the effect of platform social commerce on product sales increase at Zahra Store. This indicates that the intensity or quality of digital promotion has not been able to strengthen the relationship between social platform usage and sales achievement.
- e. Digital promotion strategy does not significantly moderate the effect of product quality perception on product sales increase at Zahra Store. This indicates that the level of digital promotion efforts does not provide a significant impact in strengthening the relationship between product quality and consumers' decisions to increase sales.
- f. Implications and Recommendations The findings of this study provide important implications for MSMEs, particularly in the cosmetics retail sector such as Zahra Store. MSME actors are encouraged to focus not only on increasing activity in social commerce platforms but also on maintaining and improving product quality as the main driver of sales performance. Although digital promotion strategies were found not to significantly moderate the relationships tested, MSMEs should still optimize promotional content in a more targeted and customer-oriented manner to improve effectiveness.

For future research, it is recommended to explore other moderating variables such as customer engagement, brand trust, or perceived value, which may provide a stronger explanatory effect on sales performance. In addition, future studies can expand the research scope to different regions or industries to improve generalizability and enrich empirical evidence regarding social commerce effectiveness in MSMEs.

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