

Optimizing Social Media Engagement To Enhance Purchase Decisions: Evidence From Tiktok Consumers Of Monggoo Mebel

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Abstrak

Penelitian ini menguji pengaruh daya tarik influencer, penawaran terbatas, dan persepsi kenikmatan terhadap keputusan pembelian, dengan keterlibatan media sosial sebagai variabel mediasi, pada konsumen TikTok Monggoo Mebel, sebuah merek mebel Indonesia. Penelitian mengintegrasikan kerangka Stimulus - Organism - Response, Social Media Engagement Theory, dan Theory of Planned Behavior, serta menggunakan desain kuantitatif eksplanatori. Data dikumpulkan pada tahun 2026 melalui kuesioner skala Likert 1-10 dari 264 responden yang dipilih dengan purposive sampling, dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS 4.0. Model pengukuran menunjukkan validitas dan reliabilitas yang kuat, dan seluruh sepuluh hipotesis didukung. Penawaran terbatas merupakan pendorong terkuat keputusan pembelian, diikuti keterlibatan media sosial dan persepsi kenikmatan, sementara keterlibatan media sosial secara signifikan memediasi pengaruh ketiga stimulus. Daya tarik influencer meningkatkan keputusan pembelian secara langsung namun menurunkan keterlibatan, membentuk jalur tidak langsung yang bersifat kompetitif. Model menjelaskan 77,7% varians keputusan pembelian. Temuan ini memperluas logika mediasi keterlibatan pada produk tahan lama berketerlibatan tinggi dan membantu UMKM mebel memprioritaskan strategi konten TikTok mereka.

Kata Kunci: daya tarik influencer; penawaran terbatas; persepsi kenikmatan; keterlibatan media sosial; keputusan pembelian.

Abstract

This study examines the effects of influencer attractiveness, limited offer, and perceived enjoyment on purchase decisions, with social media engagement as a mediating variable, among TikTok consumers of Monggoo Mebel, an Indonesian furniture brand. The research integrates the Stimulus - Organism - Response framework, Social Media Engagement Theory, and the Theory of Planned Behavior, and adopts an explanatory quantitative design. Data were collected in 2026 through a 1-10 Likert-scale questionnaire from 264 respondents selected by purposive sampling, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The measurement model showed strong validity and reliability, and all ten hypothesized relationships were supported. Limited offer was the strongest driver of purchase decision, followed by social media engagement and perceived enjoyment, and engagement significantly mediated the effects of all three stimuli. Influencer attractiveness raised purchase decision directly yet reduced engagement, forming a competitive indirect path. The model explained 77.7% of the variance in purchase decision. These findings extend engagement-mediation logic to high-involvement durable goods and help furniture SMEs prioritize their TikTok content strategies.

Keywords: influencer attractiveness; limited offer; perceived enjoyment; social media engagement; purchase decision.

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INTRODUCTION

Indonesia has become one of TikTok's largest markets globally, with active users exceeding 150 million, and TikTok Shop has strengthened its position as a primary social-commerce channel for small and medium enterprises (Meltwater, 2025). The TikTok Southeast Asia E-Commerce Report (2025) recorded a gross merchandise value of USD 11.2 billion, growing 120% year-on-year, indicating that short-video commerce has moved from a peripheral marketing channel to a core revenue driver. This growth, however, is uneven across product categories. While fashion and beauty products convert at 8.9% and 12.5% respectively, the home-and-living category, which includes furniture, converts at only 2.1–2.3% (T. S. S. I. Report, 2025). This gap is notable because furniture is a high-involvement, high-price purchase that traditionally relies on physical inspection and deliberate decision-making (Ali, 2023), which makes its emergence on a fast-scrolling, entertainment-driven platform such as TikTok both theoretically interesting and practically important to understand.

Monggoo Mebel, an Indonesian furniture brand that sells primarily through TikTok Shop, exemplifies this tension. For the wood-processing and furniture industry in particular, digital-marketing agility and marketing innovation have been shown to strengthen business performance (Fitriasari et al., 2025). Despite consistent content production involving influencer endorsements, time-bound promotional offers, and entertaining videos, the brand's conversion from engagement to purchase remains lower than the platform wide averages reported for other categories (Company, 2024). This condition raises a broader question: through which psychological and behavioral mechanisms do social-media stimuli translate into purchase decisions for high-involvement products, and why does this translation appear weaker for furniture than for fast-moving categories such as fashion or cosmetics?

Prior research has largely examined the antecedents of consumer response to social-commerce content in isolation. Influencer attractiveness has been shown to enhance source credibility and the trust that drives purchase intention in endorsement contexts (Tee et al., 2023; Masuda et al., 2022), while limited-offer and scarcity cues reliably trigger urgency and impulsive buying (Barton et al., 2022; H. Song et al., 2021). Separately, perceived enjoyment derived from entertaining content has been linked to higher engagement and continued-usage intention (Raman, 2021; Holdack et al., 2022). More broadly, social-media marketing activities enhance brand image and drive purchase decisions in consumer-goods categories such as fashion (Roosdhani et al., 2025), and TikTok content marketing has been shown to influence purchase decisions among Generation Z consumers through mediating consumer states (Nur et al., 2026). At the organism level, social media engagement, conceptualized through cognitive, affective, and behavioral dimensions (Brodie et al., 2011; Hollebeek et al., 2014), functions as a proximal driver of purchase-related outcomes, consistent with the Stimulus–Organism–Response framework (Mehrabian & Russell, 1974).

Nonetheless, three gaps remain when this literature is applied to the present context. First, studies that examine influencer attractiveness, limited offer, and

perceived enjoyment as simultaneous, co-occurring stimuli within a single integrated SOR model are scarce; most research isolates one stimulus at a time, leaving their combined contribution to engagement and purchase decisions largely unaddressed (Andarian & Simbolon, 2025; Sardar et al., 2024). Second, the empirical base for TikTok-driven purchase behavior is concentrated in low-involvement categories such as fashion, cosmetics, and food and beverage, where product involvement moderates how strongly engagement mediates the path from content and source factors to purchase intention (Sardar et al., 2024) high-involvement durable goods such as furniture, where the gap between engagement and conversion is widest, have received limited attention. Third, the mediating role of social media engagement between these three stimuli and purchase decisions, particularly in an Indonesian small-business e-commerce setting, has not been empirically validated using rigorous structural modeling, leaving practitioners without evidence-based guidance on which stimulus configuration most effectively converts engagement into sales for this category.

This gap carries practical weight. With furniture conversion rates lagging four to five times behind fashion and beauty (T. S. A. E.-C. Report, 2025), furniture SMEs risk allocating marketing budgets toward content that generates engagement metrics, such as views, likes, and shares, without translating into sales. Understanding which stimuli most effectively drive the engagement-to-purchase pathway, and through which mediating mechanism, is therefore an important question for both social-commerce scholarship and the sustainability of furniture SMEs operating in an increasingly platform-dependent retail environment.

To address this gap, the present study examines the influence of influencer attractiveness, limited offer, and perceived enjoyment on purchase decisions, with social media engagement positioned as the mediating organism variable, among TikTok consumers of Monggoo Mebel. By integrating Stimulus – Organism – Response theory, Social Media Engagement Theory, and the Theory of Planned Behavior into a single structural model tested through PLS-SEM, the study contributes theoretically by extending engagement-based explanations of purchase behavior to a high-involvement, durable-goods category that has been underrepresented in prior TikTok-commerce research. Practically, the findings offer furniture SMEs evidence-based guidance for prioritizing content elements, namely influencer selection, promotional design, and entertainment value, that most effectively convert engagement into purchase decisions, thereby helping to narrow the conversion gap that currently separates furniture from other categories on TikTok Shop. The conceptual framework of this study is presented in Figure 1.

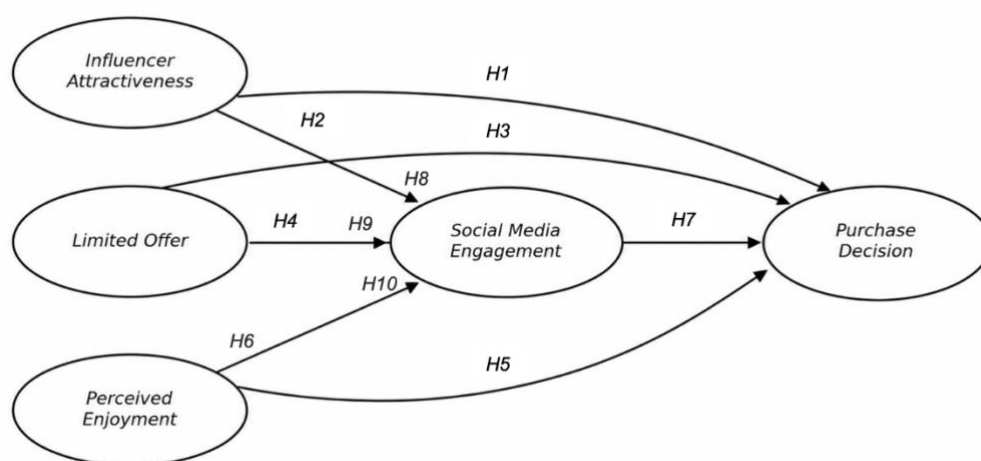


Figure 1. Conceptual Framework

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Foundation

The conceptual model of this study is grounded in three complementary theories. The Stimulus – Organism – Response (SOR) framework (Mehrabian & Russell, 1974) provides the overarching logic, proposing that environmental stimuli (S) shape an individual's internal organismic state (O), which in turn drives a behavioral response (R). In the present social-commerce context, influencer attractiveness, limited offer, and perceived enjoyment are the content stimuli encountered by consumers of Monggoo Mebel's TikTok content; social media engagement is the organismic state; and purchase decision is the behavioral response.

Social Media Engagement Theory refines the organism component by conceptualizing engagement as a multidimensional state comprising cognitive, affective, and behavioral involvement with brand content (Brodie et al., 2011; Hollebeek et al., 2014; Santos, 2022). This theory explains how consumers move beyond passive exposure to active participation, such as liking, commenting, and sharing, and positions such involvement as a proximal route to purchase-related outcomes.

The Theory of Planned Behavior (Ajzen, 1991) complements this chain at the response stage by framing the purchase decision as a reasoned outcome shaped by the consumer's attitude toward the behavior, subjective norms, and perceived behavioral control. In a TikTok Shop setting, favorable stimuli and engagement strengthen the attitudes and perceived control that precede a purchase, while scarcity cues heighten the normative pressure to act. Integrating the Theory of Planned Behavior clarifies why engaged consumers are more likely to convert intention into an actual purchase decision, and why direct stimulus effects can coexist with an engagement-mediated path. Together, these three theories position engagement as the central organism that links content stimuli to a deliberate purchase response.

For the influencer-related hypotheses, the study additionally draws on the source-attractiveness and source-credibility model (Wiedmann & von Mettenheim, 2020; Masuda et al., 2022), which holds that an endorser's appeal and credibility shape persuasion. This model is particularly useful for explaining why influencer attractiveness may operate differently across the engagement and purchase stages for high-involvement furniture, as developed below.

Previous Studies

Prior empirical studies provide the foundation for the hypothesized relationships. In the endorsement literature, Tee et al., (2023) found that influencer characteristics drive impulsive purchase behavior on TikTok, and Masuda et al., (2022) showed that influencer attributes shape purchase intention through source credibility. Fitriasari et al., (2025) reported that influencer popularity affects purchase decisions among Generation Z consumers of skincare products, while Kusuma & Sobari, (2024) documented the effect of TikTok influencer credibility on followers' purchase intentions. For scarcity, Barton et al., (2022), in a meta analysis, confirmed that product scarcity cues raise purchase intentions, and H. Song et al., (2021) and (Firdaus & Martini, 2025) linked time and quantity limited offers to expedited buying in online and short-video commerce. For entertainment value, Raman, (2021) and Zhu & Vijayan, (2025) demonstrated that perceived enjoyment increases engagement and impulsive purchase in live streaming and social commerce settings. Regarding the engagement to purchase link, Lin & Nuangjamnong, (2022) and Mahbob et al., (2024) found that customer engagement raises purchase intention on TikTok, and Nur et al., (2026) showed that TikTok content marketing influences Generation Z purchase decisions through mediating consumer states, supporting the mediating logic adopted here. Recent Indonesian evidence likewise indicates that social-media marketing activities enhance purchase decisions through mediating variables such as social media engagement (Maulana et al., 2026; Roosdhani et al., 2025). Collectively, these studies support the individual paths in the present model, yet none tests the three stimuli simultaneously in a high involvement furniture context, which is the contribution of this study.

Influencer attractiveness refers to the degree to which an endorser is perceived as physically appealing, likeable, and similar to the audience (Wiedmann & von Mettenheim, 2020). According to the source-attractiveness model, attractive endorsers enhance message persuasiveness and source credibility, fostering the trust that supports purchase behavior (Masuda et al., 2022; Tee et al., 2023). On TikTok, where consumers cannot physically inspect furniture, attractive and credible influencers can reduce perceived risk and lend legitimacy to the brand at the point of decision (Alcántara-Pilar et al., 2024; Kusuma & Sobari, 2024). Influencer attractiveness is therefore expected to relate positively to purchase decision.

H1: Influencer attractiveness has a positive and significant effect on purchase decision.

The relationship between influencer attractiveness and engagement, however, is expected to differ for high involvement durable goods, and this study explicitly hypothesizes a negative direction for three theoretically grounded reasons. First, from an elaboration and persuasion-knowledge perspective, high-involvement furniture purchases prompt consumers to seek functional and informational cues, such as durability, dimensions, material, and price; content that foregrounds an attractive endorser can create a source message incongruity that shifts attention from the product to the personality and reduces genuine involvement with the content (Spörl-Wang, 2024). Second, an emphasis on endorser appeal may activate persuasion knowledge and mild skepticism, so that highly attractive, overtly promotional content is processed more critically and generates fewer voluntary interactions. Third, consistent

with evidence that intrinsic content characteristics, rather than endorser appeal, drive engagement on TikTok (Kurniawan et al., 2026; Sardar et al., 2024), attractiveness is likely to add little to the cognitive, affective, and behavioral engagement that furniture audiences reserve for product and offer focused content. For these reasons, influencer attractiveness is expected to dampen, rather than stimulate, engagement in this context.

H2: Influencer attractiveness has a positive and significant effect on social media engagement.

Limited offer reflects consumers' perception of time- or quantity-restricted promotions that generate urgency and fear of missing out. Drawing on commodity theory and scarcity research, scarcity and urgency cues raise perceived value and accelerate purchase behavior (Barton et al., 2022; H. Song et al., 2021; Liu & Mattila, 2020). In live-streaming and short-video commerce, such cues have been shown to trigger expedited and impulsive buying (Teubner & Graul, 2020; Firdaus & Martini, 2025). Limited offer is therefore expected to relate positively to purchase decision.

H3: Limited offer has a positive and significant effect on purchase decision.

Beyond this direct effect, scarcity cues also heighten arousal and salience, motivating consumers to attend to, react to, and share promotional content in order to seize or signal the opportunity (Barton et al., 2022). Time-bound offers thus provide a concrete reason to interact with brand content, increasing cognitive, affective, and behavioral engagement.

H4: Limited offer has a positive and significant effect on social media engagement.

Perceived enjoyment captures the pleasure and emotional satisfaction consumers derive from watching and interacting with content. As a hedonic, intrinsically motivating experience, enjoyment generates positive affect that transfers to the brand and its products and supports favorable purchase outcomes (Holdack et al., 2022; Raman, 2021; Zhu & Vijayan, 2025). Perceived enjoyment is therefore expected to relate positively to purchase decision.

H5: Perceived enjoyment has a positive and significant effect on purchase decision.

Enjoyable content is also a primary driver of engagement: flow and intrinsic motivation encourage consumers to watch longer and to react, comment, and share (Raman, 2021; Dwivedi, Ismagilova, Rana, et al., 2021). Entertainment value is especially central to engagement on TikTok's entertainment-oriented platform (Wei, 2025; Kurniawan et al., 2026).

H6: Perceived enjoyment has a positive and significant effect on social media engagement.

Within the integrated framework, social media engagement is the organismic state that channels content stimuli into behavioral responses (Brodie et al., 2011; Hollebeek et al., 2014; Santos, 2022). Consumers who are more cognitively, affectively, and behaviorally engaged with brand content develop stronger brand relationships and are more likely to translate that involvement into a purchase (Lin & Nuangjamnong, 2022; Mahbob et al., 2024), consistent with the service dominant logic

view that greater customer involvement enhances marketing performance in the furniture sector (Ali, 2023). Social media engagement is therefore expected to relate positively to purchase decision.

H7: Social media engagement has a positive and significant effect on purchase decision.

The SOR logic implies that the effects of the three stimuli on purchase decision are transmitted, at least in part, through social media engagement as the mediating organism (Mehrabian & Russell, 1974; Nur et al., 2026). Because the three stimuli are hypothesized to influence engagement in different directions, negatively for influencer attractiveness and positively for limited offer and perceived enjoyment, their indirect effects on purchase decision are expected to differ in sign accordingly.

For influencer attractiveness, the expected negative effect on engagement (H2) combined with the positive effect of engagement on purchase decision (H7) implies a negative, competitive indirect path that operates in opposition to the positive direct effect (H1).

H8: Social media engagement mediates the effect of influencer attractiveness on purchase decision, and the indirect effect is negative.

For limited offer, the positive effects on engagement (H4) and of engagement on purchase decision (H7) imply a positive indirect path that complements its direct effect (H3).

H9: Social media engagement mediates the effect of limited offer on purchase decision, and the indirect effect is positive.

Likewise, for perceived enjoyment, the positive effects on engagement (H6) and of engagement on purchase decision (H7) imply a positive, complementary indirect path alongside its direct effect (H5).

H10: Social media engagement mediates the effect of perceived enjoyment on purchase decision, and the indirect effect is positive.

METHODOLOGY

This study uses a quantitative approach with an explanatory-causal design to test the hypothesized relationships within the SOR-based framework (Sugiyono, 2020). The population comprises all consumers who follow and interact with the Monggoo Mebel TikTok account, which has more than 206,000 followers.

Respondents were selected through purposive sampling, in which participants are chosen based on criteria relevant to the research objectives (Sugiyono, 2020). This technique was chosen because only consumers who have genuinely been exposed to Monggoo Mebel's TikTok content can validly assess the constructs studied. Accordingly, respondents had to be TikTok users who had viewed, interacted with, or purchased Monggoo Mebel products through TikTok Shop within the previous three months. Under purposive sampling, sample adequacy depends on how well respondents meet these criteria rather than on a population formula; the figure of 264 therefore represents the number of respondents who passed all screening criteria and provided valid responses, after ineligible and incomplete responses were removed.

This number comfortably exceeds the minimum required for PLS-SEM under the ten-times rule, since the most complex construct in the model receives only four structural paths and thus requires a minimum of roughly 40–50 cases (Hair et al., 2022); N = 264 therefore provides ample statistical power while prioritizing the relevance and quality of respondent experience over a nominal target such as 250.

Primary data were collected in 2026 through an online questionnaire. Each of the five latent variables was measured with five reflective indicators adapted from international literature published between 2020 and 2024 and contextualized to furniture content on TikTok Shop, as summarized in Appendix Table A1. A 1–10 Likert scale was used to increase response sensitivity and variation relative to the conventional 1–5 scale (Malhotra et al., 2020).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, which suits complex models with multiple latent variables and mediation paths without requiring normally distributed data (Hair et al., 2022). Analysis followed two stages: evaluation of the measurement model (convergent validity via outer loadings > 0.70 and AVE > 0.50; reliability via Cronbach's alpha and composite reliability > 0.70; and discriminant validity via the Fornell–Larcker criterion) and evaluation of the structural model (R-square, Q-square, and the significance of path and mediation effects through bootstrapping).

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 264 valid respondents who are consumers of Monggoo Mebel's TikTok content, all of whom had viewed, interacted with, or purchased through the brand's TikTok content within the previous three months, confirming that every respondent met the sampling criteria. As shown in Table 1, the sample was dominated by female respondents (54.9%) and by the 26–35 year age group (83.7%), and was geographically concentrated in Java (76.5%), reflecting the core consumer base reached by the brand's TikTok content.

Table 1. Respondent Demographic Profile

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Female	145	54.9
	Male	119	45.1
Age	17-25 years	22	8.3
	26-35 years	221	83.7
	36-45 years	21	8.0
Domicile	Java	202	76.5
	Sumatra	19	7.2
	Kalimantan	15	5.7
	Bali & Nusa Tenggara	20	7.6
	Sulawesi	6	2.3
	Maluku & Papua	2	0.8

Characteristic	Category	Frequency (n)	Percentage (%)
TikTok user	Yes	264	100.0
Purchase experience	Yes	264	100.0
Total		264	100.0

Measurement Model (Outer Model) Evaluation

Measurement-model evaluation was conducted to confirm that each indicator validly and reliably represents its latent variable. Convergent validity was assessed through outer loadings and Average Variance Extracted (AVE), and reliability through Composite Reliability (CR) and Cronbach's Alpha (CA). The results are presented in Table 2 and Table 3, and the PLS algorithm output is shown in Figure 2.

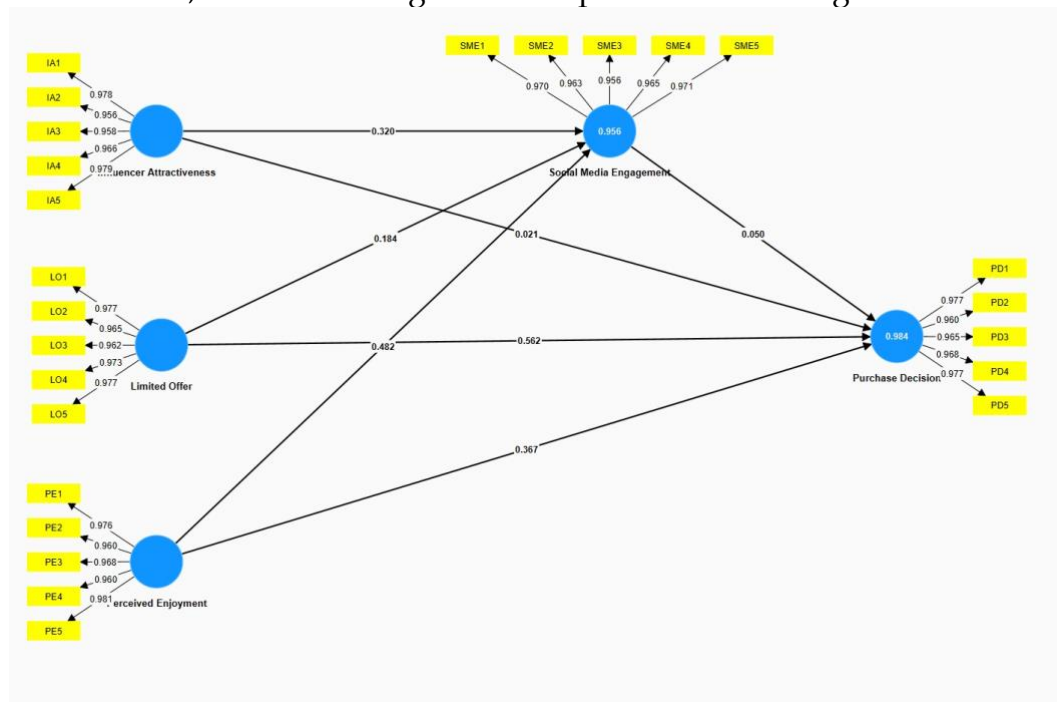


Figure 2. Output PLS Algorithm

As shown in Table 2, all twenty-five indicators load strongly on their respective constructs, with outer loadings ranging from 0.824 (SME2) to 0.966 (PE5), all above the 0.70 threshold (Hair et al., 2022), confirming convergent validity at the indicator level.

Table 2. Outer Loadings

Indicator	Construct	Outer Loading
IA1	Influencer Attractiveness	0.941
IA2	Influencer Attractiveness	0.907
IA3	Influencer Attractiveness	0.925
IA4	Influencer Attractiveness	0.937
IA5	Influencer Attractiveness	0.960
LO1	Limited Offer	0.955
LO2	Limited Offer	0.937
LO3	Limited Offer	0.946

Indicator	Construct	Outer Loading
LO4	Limited Offer	0.940
LO5	Limited Offer	0.951
PE1	Perceived Enjoyment	0.950
PE2	Perceived Enjoyment	0.945
PE3	Perceived Enjoyment	0.953
PE4	Perceived Enjoyment	0.946
PE5	Perceived Enjoyment	0.966
SME1	Social Media Engagement	0.908
SME2	Social Media Engagement	0.824
SME3	Social Media Engagement	0.886
SME4	Social Media Engagement	0.918
SME5	Social Media Engagement	0.888
PD1	Purchase Decision	0.964
PD2	Purchase Decision	0.955
PD3	Purchase Decision	0.962
PD4	Purchase Decision	0.958
PD5	Purchase Decision	0.958

Note: An indicator is valid if its outer loading ≥ 0.70 .

Table 3 reinforces this picture. The AVE for all five constructs exceeds the 0.50 minimum, ranging from 0.783 (Social Media Engagement) to 0.920 (Purchase Decision), while Cronbach's Alpha (0.931–0.978), rho_a (0.936–0.979), and Composite Reliability (rho_c, 0.948–0.983) are all comfortably above the 0.70 benchmark (Hair et al., 2022). Together, these results indicate that the 25-item instrument exhibits strong convergent validity and internal-consistency reliability in this sample.

Table 3. Construct Reliability and Validity

Construct	Cronbach's Alpha	CR (rho_a)	CR (rho_c)	AVE
Influencer Attractiveness	0.963	0.965	0.972	0.872
Limited Offer	0.970	0.971	0.977	0.894
Perceived Enjoyment	0.974	0.976	0.980	0.906
Social Media Engagement	0.931	0.936	0.948	0.783
Purchase Decision	0.978	0.979	0.983	0.920

Note: Reliable if Composite Reliability (rho_c) ≥ 0.70 ; convergent validity established if AVE ≥ 0.50 .

Discriminant Validity

Discriminant validity was tested using the Fornell–Larcker criterion, with results in Table 4. The square root of AVE for each construct, shown on the diagonal (ranging from 0.885 for Social Media Engagement to 0.959 for Purchase Decision), exceeds that construct's correlations with every other construct. For example, the square root of AVE for Purchase Decision (0.959) is larger than its highest correlation with any other construct (0.849 with Limited Offer), and the same pattern holds for all constructs. The inter-construct correlations remain moderate, with the strongest

relationship between Limited Offer and Influencer Attractiveness (0.810) and the weakest between Influencer Attractiveness and Social Media Engagement (0.213). These results confirm that the five constructs are empirically distinct, so the structural-model estimates can be interpreted with confidence (Fornell & Larcker, 2021; Hair et al., 2022).

Table 4. Discriminant Validity (Fornell-Larcker Criterion)

	IA	LO	PE	PD	SME
Influencer Attractiveness (IA)	0.934				
Limited Offer (LO)	0.810	0.946			
Perceived Enjoyment (PE)	0.450	0.502	0.952		
Purchase Decision (PD)	0.752	0.849	0.537	0.959	
Social Media Engagement (SME)	0.213	0.354	0.319	0.465	0.885

Note: Bold diagonal values are the square root of AVE. Discriminant validity is established because each diagonal value exceeds its correlations with other constructs.

Structural Model (Inner Model) Evaluation and Hypothesis Testing

As shown in Table 5, the structural model explains the two endogenous constructs to differing degrees. The three exogenous stimuli explain 17.2% of the variance in Social Media Engagement (R-square = 0.172, adjusted R-square = 0.163), while the stimuli together with engagement explain 77.7% of the variance in Purchase Decision (R-square = 0.777, adjusted R-square = 0.773), exceeding the 0.75 threshold conventionally regarded as substantial (Hair et al., 2022).

Table 5. Coefficient of Determination (R-square)

Endogenous Variable	R-square	R-square Adjusted
Social Media Engagement	0.172	0.163
Purchase Decision	0.777	0.773

Note: $R^2 \geq 0.75$ = substantial; 0.50–0.74 = moderate; 0.25–0.49 = weak (Chin, 1998).

Predictive relevance was assessed through the blindfolding procedure (Table 6). Both Q^2 values are greater than zero (Social Media Engagement = 0.131; Purchase Decision = 0.708), confirming that the model has predictive relevance for both endogenous variables, with strong predictive capability for purchase decision.

Table 6. Predictive Relevance (Q-square)

Endogenous Variable	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Social Media Engagement	1320.000	1147.590	0.131
Purchase Decision	1320.000	385.310	0.708

Note: $Q^2 > 0.35$ = strong; 0.15–0.35 = moderate; 0.02–0.15 = weak.

Table 7 presents the path coefficients and hypothesis tests. All ten hypothesized paths are statistically significant at $p < 0.05$, with t-statistics ranging from 2.117 to 11.058. The strongest relationship is the direct effect of Limited Offer on Purchase Decision (H3: $\beta = 0.556$), followed by Limited Offer on Social Media Engagement (H4:

$\beta = 0.449$) and Social Media Engagement on Purchase Decision (H7: $\beta = 0.190$). Influencer Attractiveness shows a positive direct effect on Purchase Decision (H1: $\beta = 0.216$) alongside a negative effect on Social Media Engagement (H2: $\beta = -0.242$), and all three specific indirect effects through engagement are significant (H8–H10), with the influencer-attractiveness path carrying a negative sign.

Table 7. Path Coefficients and Hypothesis Testing

Hyp.	Path	Beta (O)	t-statistic	p-value	Decision
H1	Influencer Attractiveness -> Purchase Decision	0.216	4.437	<0.001	Accepted
H2	Influencer Attractiveness -> Social Media Engagement	-0.242	2.534	0.011	Accepted
H3	Limited Offer -> Purchase Decision	0.556	11.058	<0.001	Accepted
H4	Limited Offer -> Social Media Engagement	0.449	5.401	<0.001	Accepted
H5	Perceived Enjoyment -> Purchase Decision	0.100	2.381	0.017	Accepted
H6	Perceived Enjoyment -> Social Media Engagement	0.202	2.396	0.017	Accepted
H7	Social Media Engagement -> Purchase Decision	0.190	5.223	<0.001	Accepted
H8	Influencer Attractiveness -> Social Media Engagement -> Purchase Decision	-0.046	2.201	0.028	Accepted
H9	Limited Offer -> Social Media Engagement -> Purchase Decision	0.085	3.641	<0.001	Accepted
H10	Perceived Enjoyment -> Social Media Engagement -> Purchase Decision	0.038	2.117	0.034	Accepted

Note: A hypothesis is supported if t-statistic > 1.96 and p-value < 0.05 (two-tailed). H8–H10 are specific indirect effects mediated by Social Media Engagement (SME).

From an effect-size perspective (Table 8), the path from Limited Offer to Purchase Decision shows a large effect (f-square = 0.411), while the remaining paths show small effects (f-square between 0.024 and 0.133), with the effect of Social Media Engagement on Purchase Decision (f-square = 0.133) being the largest among them (Hair et al., 2022).

Table 8. Effect Sizes (f-square)

Path	f-square
Influencer Attractiveness -> Social Media Engagement	0.024
Limited Offer -> Social Media Engagement	0.078

Path	f-square
Perceived Enjoyment -> Social Media Engagement	0.037
Social Media Engagement -> Purchase Decision	0.133
Influencer Attractiveness -> Purchase Decision	0.069
Limited Offer -> Purchase Decision	0.411
Perceived Enjoyment -> Purchase Decision	0.032

Note: $f^2 \geq 0.02$ = small; ≥ 0.15 = medium; ≥ 0.35 = large effect (Cohen, 1988).

Discussion

Effects of the three stimuli on social media engagement (H2, H4, H6). The stimuli relate to engagement in different ways. Influencer attractiveness has a negative and significant effect (H2: $\beta = -0.242$, $p = 0.011$), so H2 is supported in the hypothesized direction. Limited offer has the strongest positive effect (H4: $\beta = 0.449$, $p < 0.001$), and perceived enjoyment also has a positive and significant effect (H6: $\beta = 0.202$, $p = 0.017$). The positive effects of limited offer and perceived enjoyment are consistent with evidence that scarcity-based promotions and entertaining content reliably increase engagement (Holdack et al., 2022; Raman, 2021). The negative effect of influencer attractiveness supports the study's argument that, for a high involvement durable goods category such as furniture, content foregrounding an attractive endorser can draw attention away from the product and elicit less genuine engagement than product- or offer-focused content (Kurniawan et al., 2026; Sardar et al., 2024).

Effect of social media engagement on purchase decision (H7). Engagement has a positive and significant effect on purchase decision (H7: $\beta = 0.190$, $p < 0.001$), so H7 is supported. This aligns with the SOR- and TPB-based expectation that engagement functions as the organism channeling stimuli toward a reasoned purchase response (Brodie et al., 2011; Ajzen, 1991) and with evidence that TikTok content marketing influences purchase decisions through mediating consumer states (Nur et al., 2026). For Monggoo Mebel, consumers who are more engaged with the brand's content, through watching, liking, commenting, and sharing, are more likely to proceed to purchase.

Direct effects of the three stimuli on purchase decision (H1, H3, H5). All three direct effects are positive and significant. Influencer attractiveness has a positive direct effect (H1: $\beta = 0.216$, $p < 0.001$); notably, although attractive influencers appear to reduce engagement, they still contribute positively to the purchase decision itself, likely by enhancing source credibility and trust at the point of decision (Tee et al., 2023; Masuda et al., 2022). Limited offer has the strongest direct effect (H3: $\beta = 0.556$, $p < 0.001$), consistent with extensive evidence that scarcity and urgency cues drive purchase behavior (Barton et al., 2022; H. Song et al., 2021), and perceived enjoyment also has a positive direct effect (H5: $\beta = 0.100$, $p = 0.017$). Thus, for Monggoo Mebel's furniture products, time-bound promotional offers are the principal direct driver of purchase decisions, with influencer attractiveness and enjoyable content providing meaningful smaller contributions.

Mediating role of social media engagement (H8–H10). Engagement significantly mediates the effects of all three stimuli. The indirect effect of influencer attractiveness is negative and significant (H8: $\beta = -0.046$, $p = 0.028$): because attractiveness reduces engagement while engagement increases purchase decision, the mediated path carries a negative sign, producing a competitive (inconsistent)

mediation in which the positive direct effect and the negative indirect effect partially offset one another. The indirect effects of limited offer (H9: $\beta = 0.085$, $p < 0.001$) and perceived enjoyment (H10: $\beta = 0.038$, $p = 0.034$) are positive and significant, indicating complementary (partial) mediation. These results confirm that social media engagement is an active organism variable transmitting stimulus effects to purchase decisions, while the endorser's attractiveness works through engagement in a direction opposite to that of the offer and enjoyment stimuli.

Taken together, these findings directly address the gap identified in the Introduction. Rather than the engagement to purchase link failing for high price durable goods, the full stimulus – organism - response chain operates: the three stimuli shape engagement, which in turn shapes purchase decisions, while limited offer and perceived enjoyment additionally exert direct effects. The key nuance is the dual role of influencer attractiveness, which supports purchase decisions directly yet suppresses engagement and therefore exerts a competitive negative indirect effect. The modest variance explained in engagement (R-square = 0.172) further indicates that, for furniture content, engagement is shaped by additional factors beyond the three stimuli examined here, pointing to a productive avenue for future research.

CONCLUSION

This study examined how influencer attractiveness, limited offer, and perceived enjoyment shape purchase decisions, with social media engagement as a mediating variable, among 264 TikTok consumers of Monggoo Mebel. All ten hypotheses were supported. Limited offer was the strongest driver of both engagement and purchase decision; perceived enjoyment and engagement also increased purchase decision and engagement significantly mediated the effects of all three stimuli. Influencer attractiveness raised purchase decision directly while reducing engagement, producing a competitive indirect effect.

Theoretically, the study shows that the integrated Stimulus - Organism - Response, Social Media Engagement, and Theory of Planned Behavior framework operates as a complete mediated chain even for high-involvement durable goods, while revealing that influencer attractiveness functions differently across the engagement and purchase stages. Practically, furniture SMEs should prioritize well-designed limited offer promotions and genuinely enjoyable content, cultivate authentic engagement, and use highly attractive influencers selectively.

The study is limited by its single-brand, cross-sectional design among Indonesian TikTok consumers and by the modest variance explained in engagement, which suggests that other engagement drivers remain to be identified. Future research could add antecedents such as content informativeness and trust, examine the attractiveness engagement relationship further, and adopt larger, multi-brand, and longitudinal designs.

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