

# The Application SOR Theory In Social Media Marketing And Brand Of Purchase Intention In Indonesia: Systematic Literature Review

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## Abstract

Application of the SOR model (stimulus-organism-response), this study investigated whether social media marketing affects brands which in turn affects their purchase intentions. Systematic Literature Review research methods. With the restriction of inclusion obtained 70 articles from Scopus, and Google Scholar 17, 700 articles from 2002 to 2022. The total sample was 130 studies based on article selection with the theme of applying SOR theory to purchasing intentions in Indonesia. Data collected through national, Pages of international journals indexed by Sinta and Scopus. The data was selected with the exception of the fundamental and important so that 13 relevant articles were obtained for further analysis.

As a result, we found that there are differences in the management of purchasing decisions in Indonesia. There also are variations in empirical studies in the application of this theory. It is also known several factors that affect purchasing intentions in the application of SOR theory by entrepreneurs and businesses in Indonesia by the products and services being marketed. Recommendations for subsequent researchers to focus on customer behavior theory in determining consumer needs in depth.

**Keywords** – Social Media Marketing, Brand, Purchase Intention, SOR, Systematic Literatur Review

## I. INTRODUCTION

The intention of purchasing the product remains the subject of debate among practitioners and scientists to this day. Given that consumers' buying intentions often change according to consumer behavior which ultimately has an impact on the company's growth. Consumers tend to be interested in products that are going viral even though the process of getting them is not easy. But when the viral period ends, then the product is then simply abandoned. In fact, for daily necessities products, consumers can switch to other brands when there is a new product that looks attractive on the other hand academics see that consumers' buying intentions begin to be this happens when the

consumer feels that his needs can be met through the purchase and consumption of products. while practitioners assess buying intentions can be through Viral marketing refers to advertisements that are "transmitted from one person to another, spreads very quickly, almost like a disease". (Ktbfuso.co.id, 2021)(Wibowo, 2020)(The, 2014)

This debate is fundamental because its core buying intentions will increase the value of the company. The SOR theory explains that the S-O-R (Stimulus Organism Response) theory was put forward by Holland in 1953. This theory comes from psychology, then applied in communication science because the object of psychology and communication is the same that

is, the human being consists of components of attitudes, opinions and perceptions (attitudes about insight or understanding), affection (attitudes about feelings), and conations (attitudes related to the tendency to do). The basic assumption of this The theory is that the cause of behavioral changes depends on the quality of the stimulus (communicant) that communicates with the organism. (Yasir, 2009). Deep (Rahmat abidin and Abidin, 2021) According to (Efendy, 2003) (Pangase and Sugandi, 2018) this point of emphasis in the SOR (Stimulus Organism Response) communication model, more emphasis on the message conveyed can foster arousal in the recipient of the message (communicant) so that the recipient of the message can quickly receive the Receiving a message changes the behavior of the setting. For this reason, the most important elements in this communication model are three, namely: Message (Stimulus; S), Communicants (Organism; O), and Effects (Response; R).

(Gautam and Sharma, 2017) Many studies that apply SOR theory in determining purchase intentions on a product and service state that Customer relationships in relation to social media marketing and consumer purchase intentions provide value for customers to make purchasing decisions, Currently to maintain marketing activities MSMEs need a digital market as a strategy in customer engagement and buying intentions Strong marketing through Social Media strategies and Value Perception has Strong impact on Purchase Intention, Marketing activities carried out through social media will significantly affect purchase intention and brand loyalty for customers (Bismo, Putra and Melysa, 2019)(Hansopaheluwakan and Kristiyanto, 2020)(Admiral, 2018), Brand image, halal certification, health reasons and value perceptions have a significant positive impact on purchase intentions. Brand image also has a significant positive impact on online purchase intentions. Good quality brands can encourage consumer buybacks. Brand image has a great influence on purchase intention because image

enhances brand image and has a great influence on purchase intention. Currently, business people are trying to improve their brand image through various media, and they are focusing on increasing their cognitive value, so that celebrity endorsements are effective in increasing purchase intentions. (Purwanto et al., 2021)(princess s, 2021)(Edison Hulu et.al, 2020)(Ameyaw et al., 2021), the level of trust built on brands and Social Media channels affects purchase intent (Harrigan et al., 2021). To illustrate source behavior, the authors present a systematic literature review on the application of SOR model theory with social media marketing and branding. consumers' purchasing intentions of goods and services in Indonesia in 2000 - 2020 research; First, the purchase intention in Indonesia is different. Secondly, there is a different application to the SOR theory for purchase intentions. Thirdly, Clarify the determinants of consumer purchase intentions. With that, the Questionnaire (RQ) looks like this:

RQ1: What are the causes of the difference in purchasing intentions of Indonesian consumers?

RQ2: Can the application of SOR Theory always be used in consumers' purchasing intentions in Indonesia?

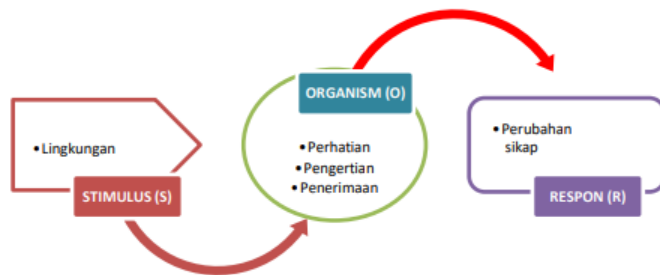
RQ3: What factors influence consumers' purchasing intentions in determining the SOR Theory Application according to marketing?

## 2. THEORETICAL REVIEW

The S-O-R framework was originally introduced by Mehrabian and Russell in 1974 (Figure 1) in the field of environmental psychology. This framework explains where the environment (Stimulus) can influence human behavior. It further states Various environmental stimuli act as stimuli and affect the interior experience of individuals (organisms), which in turn lead to reactions (reactions) of individuals. The researchers extended this framework to other domains such as website experience, brand communities,

consumer behavior, and impulse buying behaviors, This study applies the SOR framework in the consumer behavior domain.

(Liu et al., 2016)(Zhang et al., 2014)(Chen and Lin, 2018)(Kamboj et al., 2018)(Hu et al., 2016)(Chen and Lin, 2018)(Liu et al., 2016)



Picture 1. SOR Framework (Vieira, 2013)

## 2.1 Social Media Marketing

Social media is done through the internet and social media always gives marketers an amazing opportunity to reach consumers in the social community which is good at building personal relationships between. The benefits of social media, one of which is increasing the brand in the market. Social media forms a brand image of content and connections to consume and distribute to consumers, Social media marketing is about creating awareness, awareness, memory, and taking action on brands, companies, products, people, or anything else that uses tools on the social web such as blogs, microblogs, and social networks. Any form of direct or indirect marketing used to pack with social bookmarking and content sharing. (Kelly, Kerr, dan Drennan, 2010)(Nam, Ekinci, dan Whyatt, 2011)(Tsai and Men, 2013)(Gunelius, 2011)

According to social media marketing, this is a two-way communication that seeks empathy with users, and a brand's social media activity not only provides an opportunity to address misconceptions and prejudices against the brand, but also share ideas and reach out to the public. This form of marketing is a form of applying attitude (attitude / awareness) to actions. This theory helps consumers to better predict and understand the extent to which people tend (intentions/motives). (Kim and Ko, 2012)(Ajzen dan Fishbein, 2004). Social media is informational content created by people using publicly available technology that is readily

available and designed to facilitate communication, influence, and interaction with others and the general public. Currently, The practice of marketing via social media is beginning to evolve, a product marketing tool to promote a company's brand and brand.(Thoyibie, 2010)

## 2.2 Brand

According to the American Marketing Association (AMA), a trademark is a name, symbol, term, design, or symbol, or a mixture of all of them. Can be correctly identified and distinguished from other products (Kotler and Keller, 2012)

### 2.2.1 Brand Image

A brand image is a consumer's perception of a product's brand and results from the information consumers receive through their experience of using the product. Brand image is a consumer's reaction to a brand based on how well or badly the brand is remembered by consumers. Brand image is a belief that is formed in the mind of the consumer with respect to the perceived purpose of a product. Brand image is the ability to form a positive perception and consumer trust in a product or service that builds brand loyalty. I can. (Kotler and Keller, 2012)

Brand loyalty can form an image of consumer preferences that is appropriate and relevant to the products and services produced by the brand. Drawings and drawings can be drawings,

overall impressions or main lines, you can save drawings and drawings, even if someone draws them for something. Depending on the brand image, consumer perceptions and beliefs are reflected in the associations that arise in the minds of consumers. A strong brand image provides great advantages for the bank, one of which is creating a competitive advantage. Brand image is the consumer's perception of the product brand and the result of the information that consumers receive through their experience using the product. Based on this understanding, if a brand is based on good experience and information, it indicates that the brand is strong. (Kotler and Keller, 2012)

### 2.2.2 Brand Trust

Trust is all the knowledge that consumers have and all the conclusions they make about goods, property and benefits. According to Donni, June (2017, p. 116), trust is an area of psychological interest because It is based on expecting good behavior from others. (Mowen and Minor, 2002) (Ramadhani, 2021) . Trust is a party's belief in the other's reliability, perseverance, and honesty in a relationship and that their actions are in their best interests. interests of the trusted party and have positive consequences. According to Pavlo of Donni June (2017, p. 116). Trust is the evaluation of relationships with other people involved in a particular transaction with expectations in an environment of uncertainty. From the above definitions of experts, we can conclude that trust is what a person or group expects when a word, promise, oral or written statement is fulfilled by another person or group.

### 2.3 Purchase Intention

Consumer willpower is consumer behavior that makes a person want to buy or choose Products primarily based totally on his enjoy of choosing, using, ingesting or even looking products. Purchase purpose is patron behavior that occurs in response to goods that shows the consumer's willingness to buy. The emerging interest in buying creates a motivation that is always in his mind and becomes a very

powerful activity that the consumer carries out when his needs are met (Ferdinand, 2014:189) in. (Kotler and Keller, 2012) (Pintoro Surya, 2022)

According to Giulianthi (2014:88), buying flowers is an intrinsic thrust or motivation to selectively pay attention to a commodity and make purchase decisions voluntarily, reasonably, easily, without coercion. it's even higher. On the other hand, according to Nugroho (2013:342) The intention of buying is the unified process of combining Evaluate two or more alternative actions and select one of them. (Giovanni, Gunawan, Istiharini, 2022) (Jayabaya, Mediawati, 2018) The result of this integration process is cognitive selection expressed as a behavioral desire. Furthermore, according to Helmi (2015: 15), consumers' willingness to buy is the tendency of respondents to act before making a purchase decision (Febryansyah, Asiyah & Rahmawati, 2022).

## 3. METHODOLOGY

The literature review by Webster and Watson (2002) highlights research studies that support theoretical progress and identify areas for Foresight (Bajaj et al., 2020). A systematic literature review (SLR) explains: a comprehensive literature research process within the framework of the goals pursued by Fink (2005). Addressing inherent Limitations in Public Library Reviews. The SLR collects results from the existing literature in a structured way Identify new themes. SLR methods help assess the current literature and uncover important gaps for further investigation. Additionally, SLR technology helps reduce unwanted distortion (Bimrose et al., 2005). Jabbour (2013), his SLR methodology by Jesen et al. (2016), Singh and Paul (2017), Silva et al. (2017), Prakash et al. (2017), Kumar et al. (2017), Majanet Al. (2017) and Tamilmani et al. (2018). Recommended steps for using SLR:

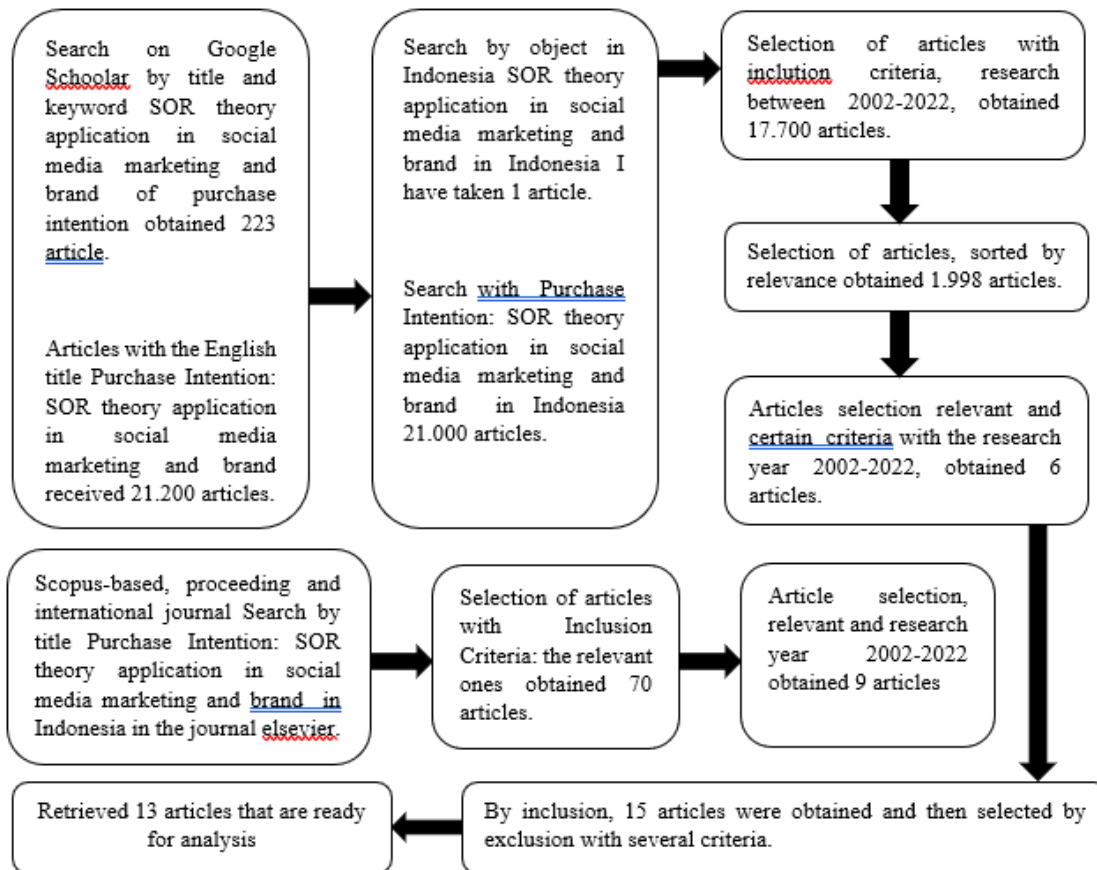
First, the published article must be researched in a database relevant to the concepts covered by the article. Second, reports should be sorted

by rationality/logistics codes. design a conceptual framework in taxonomies. Thirdly, Observations should be taken out of context represent the main result of the use of logistics codes. The last and most important research gaps need To Accepted to pave the manner for potential studies. Academic writing follows the Dharmalaksana International Rules for Academic Writing (2020). An academically applicable application that meets international writing standards.

Academic Writing Citations Academic Writing includes academic resources for your reference. Use a modern reference citation application such as Mendeley Reference Manager in international standard scientific works to fulfill your citations in international standard scientific works (Eve, 2020). The advantage of the Mendeley Reference Manager application is its ability to automatically generate a list of references when citing an article. To get examples of articles in the theory of capital structures and focus on the application of the SOR theory method, they took journal articles Published in country wide and global journals and listed through Google Scholar and Scopus. The decided on records samples consisted of 130 relevant research papers collected over a

20-year period from 2002 to 2022. Journal sources occupy the field of management and economics. Then delete irrelevant articles. This Search also uses keywords and titles find shopping journals that focus on applying SOR theory. because of the restrictions of the Scopus indexed journal that investigates purchase intentions in Indonesia as part of the Indonesian company's SOR theory, the sample data obtained is too small to be analyzed and explored, leaving 13 articles left After being excluded from selection. To document the consequences of database-primarily based totally evaluation, you will receive a report containing the information necessary for a literature review of purchase intentions. Selected Google Scholar and Scopus indexed articles published between 2002 and 2022, types of publications in management and business journals, Indonesia and the UK, countries of publication, the most relevant citations, journals and authors. Important features. The analysis is then carried out on the basis of the main theoretical developments in each empirical study. Systematic Literature Review of Data Collection Phase (SLR)

**Picture 2. The process of selecting articles for the systematic Literature Review (SLR)**



#### Recording:

Sample articles are categorized based on the following parameters:

- 1) Articles picked up by Google Scholar are related to title subject and purchase intent. Application of SOR theory in social media marketing and branding.
- 2) Scopus articles with purchase intent titles and topics:  
Application of SOR theory in social media marketing and branding from Elsevier Journal.
- 3) Research papers must be relevant to the topic and/or title covered.
- 4) Year of study from 2002 to 2022
- 5) Found 13 related articles and advanced extraction from articles in Google Scholar and Scopus (Elsevier)

#### Exception:

To evaluate In current studies studies, all decided on articles are categorised in line with the subsequent parameters:

- 1) type of research;

- 2) year of issue;

- 3) Indonesian companies listed in the Indonesia Purchase Intent survey from 2002 to 2022.

- 4) Theoretical support

- 5) Topic

- 6) Important aspects

- 7) Citation Analysis.

- 8) Articles in Indonesian and english

## 4. RESULTS

### 4.1 Citation Analysis

Academic Writing targets to satisfy worldwide requirements for educational writing. To use scholarly citations in scholarly papers that follow worldwide writing requirements, please talk to the Academic Institution Application Tool. Citation evaluation indicates the significance of reviewing quotation cloth such as: References, article topics, magazine articles that comply with a sure pattern, etc. Citation evaluation works through taking notes and developing a listing of references to the journals you're looking for. As facts is collected, it's

miles grouped in line with the inclusion and exclusion standards set for the extraction. Table

1 indicates the effects of paper citations. from the list of review articles.

**Table 1. Result of articles that meet the category**

Cite	Journal Category
(Hermanda, Sumarwan and Tinaprilla, 2019) The Effect Of Social Media Influencer On Brand Image, Self-Concept, And Purchase Intention. Vol. 4 No. 2 (2019): Journal of Consumer Sciences. <a href="https://doi.org/10.29244/jcs.4.2.76-89">https://doi.org/10.29244/jcs.4.2.76-89</a>	National Journal. SINTA 3 <a href="https://jurnal.ipb.ac.id/index.php/jcs/article/view/26525">https://jurnal.ipb.ac.id/index.php/jcs/article/view/26525</a>
(Sanny et al., 2020) Purchase intention on Indonesian male skin care by social media marketing affects the brand image and brand trust. Management Science Letters 10 (2020) 2139–2146. DOI: 10.5267/j.msl.2020.3.023	International Journal <a href="https://sci-hub.se/10.5267/j.msl.2020.3.023">https://sci-hub.se/10.5267/j.msl.2020.3.023</a>
(Martín-Consuegra et al., 2018) Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. Journal of Global Fashion Marketing Bridging Fashion and Marketing DOI: 10.1080/20932685.2018.1461020	International Journal. Scopus Q1 <a href="https://www.tandfonline.com/doi/full/10.1080/20932685.2018.1461020">https://www.tandfonline.com/doi/full/10.1080/20932685.2018.1461020</a>
(Raji, Rashid, and Ishak, 2019) The mediating effect of brand image on the relationships between social media advertising content, sales promotion content, and behavioral intention. DOI 10.1108/JRIM-01-2018-0004	International Journal. Scopus Q1 <a href="http://www.emeraldinsight.com/2040-7122.htm">www.emeraldinsight.com/2040-7122.htm</a>
(Moslehpour et al., 2020) The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia. ICEBA. ACM Digital Library, <a href="https://doi.org/10.1145/3387263.3387282">https://doi.org/10.1145/3387263.3387282</a>	International Proceeding <a href="https://sci-hub.se/https://doi.org/10.1145/3387263.3387282">https://sci-hub.se/https://doi.org/10.1145/3387263.3387282</a>
(Zhang et al., 2019) Social Media Marketing Activities and Customers' Purchase Intention: The Mediating Effect of Brand Image. Proceedings of the 2019 IEEE IEEM, DOI: 10.1109/IEEM44572.2019.8978520	International Proceeding <a href="https://ieeexplore.ieee.org/abstract/document/8978520/">https://ieeexplore.ieee.org/abstract/document/8978520/</a>
(Pramudita and Sitinjak, 2021) Pengaruh Social Media Marketing Dan Electronic Word Of Mouth Terhadap Purchase Intention Melalui Brand Image Pada Pengguna Tokopedia, Shopee, Dan Bukalapak Di Jakarta. Manajemen Pemasaran Volume 10, Nomor 2, Mei 2021. <a href="https://doi.org/10.46806/jm.v10i2.743">https://doi.org/10.46806/jm.v10i2.743</a>	Nasional Journal. SINTA 5 <a href="https://jurnal.kwikkiangie.ac.id/index.php/JM/article/view/743">https://jurnal.kwikkiangie.ac.id/index.php/JM/article/view/743</a>

(Ibrahim, Aljarah, Sawaftah, 2021) Linking Social Media Marketing Activities to Revisit Intention through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages: Exploring Sequential Mediation Mechanism. Sustainability 2021, 13(4), 2277; <a href="https://doi.org/10.3390/su13042277">https://doi.org/10.3390/su13042277</a>	International Journal. Scopus Q1 <a href="https://www.mdpi.com/2071-1050/13/4/2277">https://www.mdpi.com/2071-1050/13/4/2277</a>
(Khoirunnisa, Astini, 2021) The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. European Journal of Business and Management Research DOI: 10.24018/ejbmr.2021.6.6.1145	International Journal <a href="https://www.ejbmr.org/index.php/ejbmr/article/view/1145">https://www.ejbmr.org/index.php/ejbmr/article/view/1145</a>
(Tümer et al., 2019) The impact of traditional and social media marketing on customers' brand trust and purchase intentions in the Turkish airline market. Journal of Research in Emerging Markets JREM, 2019, Vol. 1, No. 4, ISSN: 2663-905X . <a href="http://dx.doi.org/10.30585/jrems.v1i4.344">http://dx.doi.org/10.30585/jrems.v1i4.344</a>	International Journal <a href="https://publications.ud.ac.ae/index.php/jrems/article/view/344">https://publications.ud.ac.ae/index.php/jrems/article/view/344</a>
(Aji, Nadhila and Sanny, 2020) Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. International Journal of Data and Network Science . doi: 10.5267/j.ijdns.2020.3.002	International Journal. Scopus Q2 <a href="https://sci-hub.se/10.5267/j.ijdns.2020.3.002">https://sci-hub.se/10.5267/j.ijdns.2020.3.002</a>
(Choedon and Lee, 2020) The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. Knowledge Management Research. <a href="https://doi.org/10.15813/kmr.2020.21.3.008">https://doi.org/10.15813/kmr.2020.21.3.008</a>	International Journal. Scopus Q3 <a href="https://koreascience.kr/article/JAKO202029565519176.page">https://koreascience.kr/article/JAKO202029565519176.page</a>
(Karman, 2015) The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia. iBuss Management Vol. 3, No. 2, (2015) 77-88	Nasional Journal. SINTA 5 <a href="https://publication.petra.ac.id/index.php/ibm/article/view/3713">https://publication.petra.ac.id/index.php/ibm/article/view/3713</a>

\*SINTA: Is a good country wide journal authorized through Dikti in Sinta, <https://sinta.ristekbrin.go.id/journals>

\*Scopus: is a reputable international journal indexed on Scopus.com

#### 4.2 Research results that answer the first and second research questions (RQ1 & RQ2).

As a result, we clarified the causes of differences in capital structure management in Indonesia and the empirical diversity of hierarchy theory and trade-off studies. Table 2



shows the differences in Indonesia's capital structure and various empirical studies that

determine the trade-off theory and pecking order theory.

Table 2. Differences in Purchase Intention in Indonesia on SOR Theory Application

<b>Author</b>	<b>SOR Theory Application</b>
(Hermanda, Sumarwan and Tinaprilla, 2019)	Cosmetic Products
(Sanny et al., 2020)	male's Skincare Products
(Martín-Consuegra et al., 2018)	Fashion Products
(Raji, Rashid, and Ishak, 2019)	Automotive Products
(Moslehpour et al., 2020)	Gojek Service
(Zhang et al., 2019)	General Product
(Pramudita and Sitinjak, 2021)	e-commerce Service
(Ibrahim, Aljarah and Sawaftah, 2021)	Coffee Shop Products
(Khoirunnisa and Astini, 2021)	Hijab Fashion Products
(Tümer et al., 2019)	Turkish airline market Service
(Aji, Nadhila and Sanny, 2020)	ready-to-drink tea industry Product
(Choedon and Lee, 2020)	Cosmetic Firms Product
(Karman, 2015)	Starbucks Product

Empirical results demonstrate diversity in the management of Indonesia's capital structure. The sources of this diversity are listed in Table 2 above.

### **4.3 The study result answers the third Research Question (RQ3)**

The results of the study showing the factors affecting purchase intentions in the application of the SOR theory are presented in table 3.

Table 3. Factors influencing Purchase Intention in SOR Theory Application

Factors affecting Purchase Intention	References	Funding decisions SOR Theory Application		
		Stimulus	Organism	Response
Social media Marketing Influencer; Brand Image; Self Concept; Purchase Intention	(Hermanda, Sumarwan and Tinaprilla, 2019)	v	v	v
Social Media Marketing; Brand Image; Brand trust; Purchase Intention'	(Sanny et al., 2020)	v	v	v
Social Media; Brand Image; Purchase Intention'	(Martín-Consuegra et al., 2018)	v	v	v
Social Media Advertising Content; Social Media Sales Promotion Content; Hedonic Brand Image; Functional Brand Image; Behavioural Intention	(Raji, Rashid, and Ishak, 2019)	v	v	v
Social Media Marketing; Brand Image; Trust; Purchase Intention	(Moslehpour et al., 2020)	v	v	v
Social Media Marketing Activity; Perceived Value; Brand Image; Trust; Purchase Intention'	(Zhang et al., 2019)	v	v	v
Social Media Marketing; eWOM; Brand Image; Purchase Intention	(Pramudita and Sitinjak, 2021)	v	v	v
Social Media Marketing Activity; Brand trust; Brand Loyalty; Revisit Intention	(Ibrahim, Aljarah and Sawaftah, 2021)	v	v	v
Experiential Marketing; Social Media Marketing; Brand Trust; Repurchase Intention	(Khoirunnisa and Astini, 2021)	v	v	v

'Customers' Attitude towards Traditional Marketing;				
Customers' Attitude towards;	(Tümer et al., 2019)	v	v	v
Social Media Marketing; Brand Trust;				
Purchase Intention'				
Social Media Marketing Activity;				
Brand Equity;	(Aji, Nadhila and Sanny, 2020)	v	v	v
eWOM ; Purchase Intention				
Social Media Marketing Activity;				
Brand Equity; Social brand Engagement;	(Choedon and Lee, 2020)	v	v	v
Purchase Intention				
Social Media Marketing; Brand Equity; Customer Purchase Intention	(Karman, 2015)	v	v	v

Factors that influence purchase intent when applying SOR theory include social media marketing influencers, brand image, self-concept, brand trust, social media advertising content, social media promotional content, hedonic brand image, and functional brand. Includes image, social media marketing efforts, trust and perception. Customer attitudes towards value, eWOM, brand loyalty, experience, marketing, traditional marketing, brand equity, and brand social engagement.

## 5. DISCUSSION

**Systematic Literature Review** This study analyzes previous authors' papers on SOR theory in Indonesian purchase intentions. As Tranfield et al. (2003) (Kumar et al., 2020), SLR includes systematic searches and research findings Read the literature critically and identify potential research gaps. The results of this research study provide empirical evidence for understanding psychological theories applied to trading, particularly his SOR theory,

when analyzing purchase intentions. This research report aims to clarify the differences in the results of empirical studies by multiple researchers and the differences in the determinants. purchase intentions. In addition, to find out the policy determinants of entrepreneurs and businesses in Indonesia in applying the SOR theory to their goods and services. The results showed In Indonesia, there was a difference in managers when judging purchase intentions. There are also differences in the application of theory in empirical studies. Also, some factors are known that affect purchasing intentions in the application of SOR theory by entrepreneurs and businesses in Indonesia by the products and services being marketed.

Furthermore, when entrepreneurs and businesses seek to increase their income through social media marketing using promotions carried out through Instagram by displaying various information on their activity activities, they can provide a positive response

to other consumers to increase consumers' buying interest according to research (Admiral, 2018), so that the role of Brand Image and Brand Trust greatly determines the sustainability of the image and trust that exists in the consumer's mind about products and services. This ensures that every activity carried out will have an impact on the brand of the product. Social media that has been run through Instagram and Facebook and other influencers is only limited to the form of promotion while the product will determine the consumer's image of a brand where consumers will also evaluate the activities on social media both about the product, price or promotion as well as the image and trust attached to the product given as a form of encouragement for consumers in increasing product purchase intentions.

The results showed the factors that influenced purchase intention to expose the SOR theory as follows; Factors affecting the buying intention in the stimulus are influenced by; Social media Marketing Influencers, Social Media Advertising Content, Social Media Sales Promotion Content, Social Media Marketing Activity, Experiential, Marketing, customer attitudes to traditional marketing, customer attitudes to This is an effort by entrepreneurs and businesses in increasing their income by promoting their products that are packaged in attractive content. Factors influencing purchase intentions in organisms are influenced by; Brand Equity and Social Brand Engagement. Brand Image, Self Concept, Brand trust, Hedonic Brand Image, Functional Brand Image, Trust, Perceived Value, eWOM, Brand Loyalty, with the image and trust of a brand over social media activities can provide precise and clear information so that entrepreneurs and their product businesses are well known. The factors influencing purchase intention in the Response are influenced by; Behavioural Intention, Revisit Intention, and Purchase Intention with good stimulus and organisms will have an impact on increasing purchasing intentions on a product, so this is important in

the growth of income of entrepreneurs and businesses, especially SMEs in the country.

The limitations of this study are still only in Indonesia, leading to the trend of applying SOR theory to Indonesian entrepreneurs and companies. Limitations of studies in Indonesia published in the journal Scopus pose various obstacles to find these items. Suggestions to more researchers can compare their knowledge using comparisons between Indonesia and other countries the application of SOR theory with different countries. His work in the field of SOR using his SLR in Indonesia is still rare.

## 6. CONCLUSION

### **The conclusion is that**

The conclusion is that business entrepreneurs, especially SMEs, goods and services will use SOR theory as a form model in developing the right technology for utilizing social media marketing platforms to increase product recognition. So that the stimulus that is built can influence consumers to act. In addition, Business Entrepreneurs encourage their brands to consumers to be better known by brainstorming with consumers through social content to gain trust in products and the quality of goods and services to achieve Organism. Creating a good stimulus through social media will affect the brand as an organism which eventually creates a response through increased purchase intention for companies for changes in consumer behavior that have changed as expected.

Suggestions for future researchers can use consumption behavior as a determinant of purchasing intention decisions which are more controlled by digitization with viral content so that the direction of customer desires can be met according to the desired needs. The methods is used, a qualitative approach with more detailed analysis can be used. Currently, research on purchase intentions is still sparse, using his SOR theory and SLR topics in Indonesia. Further development is needed in this area.

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