

Enhancing Oyster Mushroom Purchase Decisions Through Digital Promotion And Packaging Innovation With Purchase Intention As An Intervening Variable

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Abstrak

Penelitian ini menganalisis pengaruh promosi digital dan inovasi kemasan terhadap keputusan pembelian melalui minat beli sebagai variabel mediasi pada produk UMKM jamur tiram di Kota Cirebon. Perkembangan teknologi digital dan meningkatnya persaingan produk pangan menuntut pelaku UMKM memperkuat visibilitas dan daya tarik produk. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 160 konsumen jamur tiram di Kota Cirebon. Data dikumpulkan melalui kuesioner skala Likert lima poin dan dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan SmartPLS. Hasil penelitian menunjukkan bahwa promosi digital berpengaruh positif dan signifikan terhadap keputusan pembelian ($\beta = 0,387$; $p = 0,000$) dan minat beli ($\beta = 0,238$; $p = 0,006$). Inovasi kemasan juga berpengaruh positif dan signifikan terhadap keputusan pembelian ($\beta = 0,288$; $p = 0,006$) dan minat beli ($\beta = 0,318$; $p = 0,000$). Minat beli berpengaruh positif terhadap keputusan pembelian ($\beta = 0,215$; $p = 0,011$). Namun, minat beli tidak memediasi pengaruh promosi digital maupun inovasi kemasan terhadap keputusan pembelian. Temuan ini menegaskan pentingnya penguatan promosi digital dan inovasi kemasan secara langsung untuk meningkatkan keputusan pembelian konsumen.

Kata Kunci: *Promosi Digital, Inovasi Kemasan, Minat Beli, Keputusan Pembelian, UMKM Jamur Tiram.*

Abstract

This study analyzes the effects of digital promotion and packaging innovation on consumer purchase decisions through purchase intention as a mediating variable for oyster mushroom micro, small, and medium enterprise products in Cirebon City. Increasing digitalization and competition in the food sector require small businesses to strengthen product visibility and attractiveness. A quantitative survey was conducted using questionnaires administered to 160 oyster mushroom consumers in Cirebon City, and the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS. The results show that digital promotion positively and significantly affects purchase decisions ($\beta = 0.387$; $p = 0.000$) and purchase intention ($\beta = 0.238$; $p = 0.006$). Packaging innovation also positively and significantly affects purchase decisions ($\beta = 0.288$; $p = 0.006$) and purchase intention ($\beta = 0.318$; $p = 0.000$). Purchase intention positively affects purchase decisions ($\beta = 0.215$; $p = 0.011$). However, purchase intention does not mediate the effects of digital promotion ($\beta = 0.051$; $p = 0.057$) or packaging innovation ($\beta = 0.069$; $p = 0.460$) on purchase decisions. These findings emphasize direct improvements in digital promotion and packaging as practical priorities.

Keywords: *Digital Promotion, Packaging Innovation, Purchase Intention, Purchase Decision, Oyster Mushroom MSMEs.*

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INTRODUCTION

The food industry in Indonesia has shown an increasingly positive trend along with growing public awareness of healthy, nutritious, and environmentally friendly food consumption. One commodity experiencing substantial growth is the oyster mushroom (*Pleurotus ostreatus*), which contains protein, fiber, vitamins, and minerals and has therefore become a healthy-food alternative for various consumer groups. In addition to being marketed fresh, oyster mushrooms are processed into products such as chips, nuggets, shredded products, meatballs, and snacks. Cirebon City, where micro, small, and medium enterprises (MSMEs) continue to develop, has considerable potential for the oyster mushroom industry. However, the increasing number of businesses has intensified competition and requires producers to develop effective marketing strategies capable of attracting consumers. Digital promotion through social media, marketplaces, and other digital platforms is increasingly used because it enables businesses to reach wider markets at relatively low cost. Packaging innovation is also important because packaging no longer functions only as product protection; it has developed into a marketing communication medium that can shape perceived product quality and increase consumer appeal (Choeri et al., 2024; Liu et al., 2025).

Digital transformation has changed the way consumers search for information, compare products, and make purchase decisions. Before purchasing, consumers frequently obtain information through social media such as Instagram, Facebook, TikTok, and WhatsApp Business. Digital promotion therefore serves as a marketing instrument capable of building rapid, interactive, and efficient two-way communication between producers and consumers. Theoretically, digital promotion can increase brand awareness, provide more complete product information, create consumer interaction, and encourage purchase intention that may ultimately influence purchase decisions. Previous studies have shown positive effects of digital promotion on purchase intention and purchase decisions across food products and MSMEs (Lou, 2021; Nahan et al., 2025). Research on processed oyster mushroom products has also reported that digital channels such as Instagram, TikTok, WhatsApp, and GoFood can significantly increase consumer purchase decisions (Hanum & Sari, 2025). These findings indicate that oyster mushroom marketing success depends not only on product quality but also on the effectiveness of digital promotion.

Packaging innovation has likewise become an increasingly important determinant of food-product marketing success. In modern marketing, packaging can function as a silent salesman that creates consumers' first impressions of a product. Innovative packaging can improve perceived quality, establish brand identity, communicate product information clearly, and create a positive emotional experience. Recent literature explains that attractive packaging design can increase purchase intention by enhancing perceived value, product differentiation, and consumer trust (Liu et al., 2025). Beyond aesthetics, packaging innovation also includes environmentally

friendly materials, ease of use, food safety, and complete product information, thereby providing added value to consumers (Cammarelle et al., 2021). Other studies have reported significant effects of packaging on purchase intention and purchase decisions in food and MSME product categories (Lou, 2021; Angela, 2025). Consequently, packaging innovation is an important strategy for oyster mushroom producers seeking to strengthen competitiveness in an increasingly competitive market.

Practical conditions among oyster mushroom businesses in Cirebon City indicate that many enterprises still rely on conventional marketing and have not optimized digital promotion. Social media use is often limited to product uploads without a planned marketing strategy, so product information does not reach potential consumers as broadly as it could. Many oyster mushroom products also continue to use simple packaging with less attractive designs, incomplete product information, and weak brand identity. These conditions make local products relatively difficult to position against comparable food products with stronger branding. By contrast, the implementation of digital marketing strategies and packaging-design innovation among oyster mushroom MSMEs in Jepara was reported to improve product competitiveness, expand market reach, and increase sales by approximately 20% within three months. This practical phenomenon highlights digital promotion and packaging innovation as strategic factors that need to be optimized to increase consumer purchase intention toward oyster mushroom products in Cirebon City.

There is therefore a need to examine how digital promotion and packaging innovation affect consumer purchase decisions both directly and through purchase intention as a mediating variable. Previous studies have more often examined digital promotion or packaging separately, while research integrating both variables with purchase intention as an intervening variable, particularly among oyster mushroom consumers in Cirebon City, remains relatively limited. This study is intended to provide empirical contribution to marketing knowledge, especially consumer behavior in the local food sector, while offering a practical basis for oyster mushroom MSMEs to design more effective digital promotion, develop packaging innovation consistent with consumer preferences, increase purchase intention, and strengthen purchase decisions. Specifically, the study examines the effects of digital promotion on purchase decisions and purchase intention, the effects of packaging innovation on purchase decisions and purchase intention, the effect of purchase intention on purchase decisions, and the mediating role of purchase intention in the relationships between digital promotion, packaging innovation, and purchase decisions.

The hypotheses tested are: H1 digital promotion affects purchase decisions; H2 digital promotion affects purchase intention; H3 packaging innovation affects purchase decisions; H4 packaging innovation affects purchase intention; H5 purchase intention affects purchase decisions; H6 purchase intention mediates the effect of digital promotion on purchase decisions; and H7 purchase intention mediates the effect of packaging innovation on purchase decisions.

METHOD

This study used a quantitative approach with an explanatory research design to explain causal relationships among variables through hypothesis testing. Digital promotion and packaging innovation were treated as independent variables, purchase intention as the mediating variable, and purchase decision as the dependent variable. The population comprised all oyster mushroom consumers in Cirebon City, whose total number was not known with certainty and was therefore categorized as an infinite population. Sample size was determined using the Lemeshow (1997) formula

with a 95% confidence level ($Z = 1.96$), a proportion (p) of 0.5, and a 10% margin of error (e), producing a minimum requirement of 96 respondents, which was rounded to a minimum target of 100 respondents. The final dataset analyzed in this study comprised 160 valid respondents. A non-probability purposive sampling technique was used. Respondents were selected based on the criteria that they had purchased or consumed oyster mushrooms in Cirebon City, were at least 17 years old, and were willing to complete the questionnaire. Data were collected using a five-point Likert-scale questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondent perceptions of each research indicator.

Data analysis was conducted in stages, beginning with descriptive statistics to describe respondent characteristics and response distributions, followed by inferential analysis using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS. SEM-PLS was selected because it can simultaneously test direct and indirect relationships involving a mediating variable and does not impose a strict normal-distribution requirement. The outer-model assessment included convergent validity, discriminant validity, and construct reliability using loading factors, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. The inner model was assessed using R^2 , Q^2 , f^2 , and Goodness of Fit, while hypothesis testing used bootstrapping based on path coefficients, t -statistics, and p -values at a 5% significance level. This analysis was used to examine the direct effects of digital promotion and packaging innovation on purchase decisions as well as their indirect effects through purchase intention among oyster mushroom consumers in Cirebon City.

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

The measurement model evaluation assessed the quality of the constructs used in the study by examining their validity and reliability. This stage ensured that the indicators accurately measured their intended latent variables. The assessment covered convergent validity through factor loadings and Average Variance Extracted, discriminant validity using the Fornell-Larcker criterion, and construct reliability using Composite Reliability and Cronbach's Alpha. A well-performing measurement model indicates that the indicators consistently represent their respective constructs and provides a sound basis for subsequent structural-model analysis. Convergent validity results are presented in Table 1.

Table 1. Convergent Validity

Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
X1.1	0.800	0.866	0.883	0.649	Valid
X1.2	0.838				Valid
X1.3	0.729				Valid
X1.4	0.831				Valid
X1.5	0.826				Valid
X2.1	0.804	0.842	0.844	0.613	Valid
X2.2	0.815				Valid
X2.3	0.777				Valid

Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Conclusion
X2.4	0.737				Valid
X2.5	0.777				Valid
Y1.1	0.803	0.854	0.855	0.631	Valid
Y1.2	0.793				Valid
Y1.3	0.801				Valid
Y1.4	0.783				Valid
Y1.5	0.793				Valid
Z1.1	0.828	0.857	0.861	0.636	Valid
Z1.2	0.749				Valid
Z1.3	0.778				Valid
Z1.4	0.783				Valid
Z1.5	0.844				Valid

As shown in Table 1, all indicators met the convergent-validity criterion because their outer loadings were above the minimum threshold of 0.70, ranging from 0.729 to 0.844. Digital Promotion had outer loadings of 0.729-0.838, Packaging Innovation 0.737-0.815, Purchase Decision 0.783-0.803, and Purchase Intention 0.749-0.844. Hair et al. (2022) state that indicators with outer loadings above 0.70 have a good ability to reflect the construct being measured. Therefore, all indicators in this study were considered valid and were retained in the measurement model.

Each construct also demonstrated satisfactory reliability and construct validity. Cronbach's Alpha values ranged from 0.842 to 0.866, while Composite Reliability ranged from 0.844 to 0.883, with all values exceeding the recommended minimum of 0.70. AVE values ranged from 0.613 to 0.649 and therefore satisfied the $AVE > 0.50$ criterion. The constructs consequently showed high internal consistency and explained more than 50% of the variance in their indicators. The outer model therefore met the requirements for convergent validity and construct reliability and could be continued to structural-model and hypothesis testing.

Discriminant Validity

Table 2. Fornell-Larcker Criterion

Construct	Digital Promotion	Packaging Innovation	Purchase Decision	Purchase Intention
Digital Promotion	0.806			
Packaging Innovation	0.457	0.783		
Purchase Decision	0.533	0.534	0.795	
Purchase Intention	0.384	0.427	0.474	0.797

Based on the Fornell-Larcker Criterion in Table 2, all constructs satisfied discriminant validity. The square root of AVE for each construct was higher than its correlations with the other constructs. The square-root AVE values were 0.806 for Digital Promotion, 0.783 for Packaging Innovation, 0.795 for Purchase Decision, and 0.797 for Purchase Intention. These values exceeded the corresponding inter-construct correlations, including 0.457 between Digital Promotion and Packaging Innovation, 0.533 between Digital Promotion and Purchase Decision, 0.534 between Packaging Innovation and Purchase Decision, and correlations between Purchase Intention and the other constructs ranging from 0.384 to 0.474. This indicates that each construct explains its own indicators better than it explains the indicators of other constructs, so the measurement model met the Fornell-Larcker discriminant-validity criterion.

Coefficient of Determination

Table 3. Coefficient of Determination

Variable	R-square	Adjusted R-square
Purchase Decision	0.437	0.418
Purchase Intention	0.227	0.217

Table 3 shows an R-square value of 0.437 for Purchase Decision, with an Adjusted R-square of 0.418. This means that 43.7% of the variation in oyster mushroom consumer purchase decisions in Cirebon City can be explained by digital promotion, packaging innovation, and purchase intention, while the remaining 56.3% is influenced by factors outside the research model, such as price, product quality, brand image, consumer trust, service quality, and other variables not examined in this study. Based on the classification used by Hair et al. (2022), an R-square of 0.437 is in the moderate category, indicating that the model has adequate explanatory ability for purchase decisions.

Purchase Intention had an R-square of 0.227 and an Adjusted R-square of 0.217. Thus, 22.7% of the variation in purchase intention was explained by digital promotion and packaging innovation, while 77.3% was influenced by variables outside the model. This value is categorized as weak, indicating that although digital promotion and packaging innovation contribute to purchase intention, other factors may also play important roles, including price perceptions, product quality, brand image, recommendations from others, and consumer experience. Overall, the coefficient-of-determination results indicate that the model adequately explains purchase decisions but can be expanded by adding other relevant variables in future studies.

Effect Size (f-Square)

Table 4. f-Square Results

Relationship	f-square	Interpretation
Digital Promotion -> Purchase Decision	0.090	Small
Digital Promotion -> Purchase Intention	0.058	Small
Packaging Innovation -> Purchase Decision	0.051	Small
Packaging Innovation -> Purchase Intention	0.104	Small
Purchase Intention -> Purchase Decision	0.062	Small

The effect-size results in Table 4 show that all relationships in the model were in the small-effect category. Referring to Hair et al. (2022), an f^2 value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect. Digital Promotion had a small effect on Purchase Decision ($f^2 = 0.090$) and Purchase Intention ($f^2 = 0.058$). Packaging Innovation also had a small effect on Purchase Decision ($f^2 = 0.051$) and Purchase Intention ($f^2 = 0.104$). Purchase Intention had a small effect on Purchase Decision ($f^2 = 0.062$). These results show that each exogenous variable contributes to the R^2 values, although the individual contribution of each relationship remains relatively low.

Overall, Digital Promotion, Packaging Innovation, and Purchase Intention remain relevant in explaining changes in the endogenous variables, but the strength of each individual effect is not dominant. Oyster mushroom purchase decisions in Cirebon City are therefore likely to be influenced not only by digital promotion, packaging innovation, and purchase intention but also by other factors outside the model, such as price, product quality, brand image, service quality, consumer trust, and social recommendations. Future research may add these variables to improve the explanatory power of the model for consumer purchasing behavior.

Hypothesis Testing

Table 5. Hypothesis Testing Results

Relationship	Original Sample	Effect Type	T Statistic	P Value	Conclusion
Digital Promotion -> Purchase Decision	0.387	Direct	3.804	0.000	Significant
Digital Promotion -> Purchase Intention	0.238	Direct	2.750	0.006	Significant
Packaging Innovation -> Purchase Decision	0.288	Direct	2.747	0.006	Significant
Packaging Innovation -> Purchase Intention	0.318	Direct	3.641	0.000	Significant
Purchase Intention -> Purchase Decision	0.215	Direct	2.537	0.011	Significant
Digital Promotion -> Purchase Decision	0.051	Indirect	0.050	0.057	Not Significant
Packaging Innovation -> Purchase Decision	0.069	Indirect	0.069	0.460	Not Significant

The hypothesis tests show that Digital Promotion had a positive and significant effect on Purchase Decision, with an original sample coefficient of 0.387, a t-statistic of 3.804 (>1.96), and a p-value of 0.000 (<0.05). The positive coefficient indicates that better digital promotion by oyster mushroom businesses is associated with stronger consumer purchase decisions. Promotion through social media, marketplaces, and digital platforms can expand product information, build consumer confidence, and encourage purchasing. Therefore, H1 was accepted. Digital Promotion also had a positive and significant effect on Purchase Intention, with an original sample coefficient of 0.238, a t-statistic of 2.750, and a p-value of 0.006 (<0.05). More effective digital promotion therefore increases consumer interest in purchasing oyster mushroom products. Attractive information, interactive communication, and easy access to digital information can strengthen consumer interest before purchase. H2 was accepted.

Packaging Innovation had a positive and significant effect on Purchase Decision, with an original sample coefficient of 0.288, a t-statistic of 2.747, and a p-value of 0.006 (<0.05). Attractive, informative, safe, and innovative packaging can increase consumer confidence when making purchase decisions because packaging forms an important first impression of product quality. H3 was accepted. Packaging Innovation also had a positive and significant effect on Purchase Intention, with an original sample coefficient of 0.318, a t-statistic of 3.641, and a p-value of 0.000 (<0.05). This was the largest coefficient among the relationships leading to purchase intention, suggesting that packaging innovation contributes strongly to consumer interest in oyster mushroom products. Packaging that is attractive, easy to use, and provides complete product information can increase willingness to buy. H4 was accepted.

Purchase Intention had a positive and significant effect on Purchase Decision, with an original sample coefficient of 0.215, a t-statistic of 2.537, and a p-value of 0.011 (<0.05). Higher consumer interest in oyster mushroom products therefore increases the likelihood that consumers will decide to purchase. Purchase intention

represents a psychological stage preceding purchasing behavior and is therefore important in purchase decisions. H5 was accepted.

The mediation test showed that Digital Promotion did not have a significant indirect effect on Purchase Decision through Purchase Intention, with an original sample coefficient of 0.051 and a p-value of 0.057 (>0.05). Although digital promotion increased purchase intention, this increase was not strong enough to create a statistically significant indirect effect on purchase decisions. Purchase intention therefore did not mediate the relationship between digital promotion and purchase decision, indicating that the effect of digital promotion occurred more strongly through the direct pathway. H6 was rejected.

Packaging Innovation likewise did not have a significant indirect effect on Purchase Decision through Purchase Intention, with an original sample coefficient of 0.069 and a p-value of 0.460 (>0.05). Thus, although packaging innovation increased purchase intention and directly influenced purchase decisions, purchase intention did not function as a significant mediator in this relationship. Consumer purchase decisions were more strongly influenced by direct perceptions of packaging innovation than through increased purchase intention. H7 was rejected.

Discussion

All direct relationships in the research model were positive and significant. Digital Promotion affected Purchase Decision with an original sample coefficient of 0.387, a t-statistic of 3.804, and a p-value of 0.000, and affected Purchase Intention with a coefficient of 0.238, a t-statistic of 2.750, and a p-value of 0.006. These results indicate that stronger digital promotion by oyster mushroom businesses is associated with higher consumer purchase intention and purchase decisions. The finding is consistent with the Stimulus-Organism-Response (S-O-R) perspective, in which digital promotion acts as an external stimulus through product information, visual content, marketing communication, and digital interaction. These stimuli can influence consumers' psychological conditions through interest, positive perceptions, and confidence before generating a response in the form of purchase intention or purchase decisions. Dwivedi et al. (2021) explain that digital and social media marketing have changed how consumers search for information, evaluate alternatives, and make purchase decisions because consumers increasingly rely on digital media during consumption processes. Al-Azzam and Al-Mizeed (2021) similarly report that digital marketing positively affects purchase decisions by improving access to information and strengthening relationships with consumers.

Packaging Innovation also had positive and significant effects on both Purchase Decision and Purchase Intention. Its effect on Purchase Decision had an original sample coefficient of 0.288, a t-statistic of 2.747, and a p-value of 0.006, while its effect on Purchase Intention had a coefficient of 0.318, a t-statistic of 3.641, and a p-value of 0.000. These results indicate that packaging functions not only as product protection but also as a marketing communication element capable of creating perceived quality, increasing visual appeal, and giving consumers greater confidence in selecting oyster mushroom products. The finding is consistent with the concept of Perceived Value Theory, in which consumers consider the benefits and value obtained from a product before purchase. Attractive, informative, safe, and practical packaging can increase perceived product value and thereby encourage purchase intention and purchase decisions. This interpretation is consistent with Liu et al. (2025), who emphasize the role of innovative packaging in shaping purchase intention through perceived value, and with Cammarelle et al. (2021), who highlight

the behavioral relevance of packaging innovation. The result also reinforces Sari et al. (2022), who found that packaging innovation can increase the attractiveness of MSME products and influence consumer purchase decisions.

Purchase Intention positively and significantly affected Purchase Decision, with an original sample coefficient of 0.215, a t-statistic of 2.537, and a p-value of 0.011. The greater consumers' interest and desire for oyster mushroom products, the greater the likelihood that they will make an actual purchase. Purchase intention is an important psychological stage in decision making because it reflects consumer readiness before actual behavior. This finding is relevant to the Theory of Planned Behavior, which explains intention as an important predictor of behavior. In this study, consumers who form positive perceptions of product benefits, packaging quality, and information obtained through digital promotion are more likely to purchase. Tran (2021) similarly identifies purchase intention as an important factor in explaining consumer purchase behavior because it reflects readiness to transact, while Sanny et al. (2022) show that stronger purchase intention increases the likelihood of actual purchase decisions.

However, Purchase Intention did not mediate the relationship between Digital Promotion and Purchase Decision or the relationship between Packaging Innovation and Purchase Decision. The indirect effect of Digital Promotion on Purchase Decision through Purchase Intention had an original sample coefficient of 0.051 and a p-value of 0.057 (>0.05), while the indirect effect of Packaging Innovation had a coefficient of 0.069 and a p-value of 0.460 (>0.05). Thus, although both digital promotion and packaging innovation can increase purchase intention, the increase was not sufficient to operate as a mediating mechanism leading to purchase decisions. Oyster mushroom consumers may make purchase decisions in response to direct promotional information, product quality, product availability, and perceptions of packaging. Theoretically, this suggests that in food MSMEs certain marketing factors can influence purchase decisions directly without necessarily requiring the prior formation of purchase intention. Practically, oyster mushroom MSMEs in Cirebon City should optimize digital promotion and packaging innovation as direct strategies for increasing transactions through attractive marketing content, convenient ordering, complete product information, and packaging that strengthens consumer confidence.

CONCLUSION

This study examined the effects of digital promotion and packaging innovation on consumer purchase decisions through purchase intention as a mediating variable for oyster mushroom products in Cirebon City. Digital promotion had positive and significant effects on both purchase decisions and purchase intention, indicating that more effective digital-promotion activities can strengthen consumer interest and purchasing decisions. Packaging innovation also had positive and significant effects on purchase decisions and purchase intention, showing that attractive, informative, safe, and innovative packaging can improve perceived quality and product value. Purchase intention positively and significantly affected purchase decisions, meaning that stronger consumer desire increases the likelihood of actual purchase. However, purchase intention did not mediate the effects of either digital promotion or packaging innovation on purchase decisions. The effects of these two marketing variables therefore occurred more strongly through direct pathways involving information, perceived quality, and consumer confidence. The findings reinforce the importance of digital marketing strategies and packaging innovation in MSME consumer behavior and suggest that oyster mushroom businesses in Cirebon City should continue

improving digital media utilization, creating engaging marketing content, and developing more modern and informative packaging to strengthen competitiveness, expand market reach, and support sustainable sales growth.

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