

THE INFLUENCE OF OPINION LEADERSHIP, SALES PROMOTION AND PERCEIVED QUALITY ON OAT MILK PURCHASE INTENTION

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Abstract: This research is analyzing the influence of opinion leadership, sales promotion and perceived quality on oat milk product purchase intention. This research used quantitative and purposive sampling method to gather data from 135 consumers of oat milk product who resided in South Tangerang City, Indonesia. The gathered data analyzed using SEM – PLS method. The results of this research is opinion leadership has positive influence on sales promotion, Opinion leadership and sales promotion has positive influence on perceived quality and purchase intention. However, perceived quality has not positive influence on purchase intention. The summary of this result is opinion leadership and sales promotion can be used by company as a tool for increasing consumer perceived quality and generate purchase intention.

Keywords: Opinion Leadership, Sales Promotion, Perceived Quality, Oat Milk Product, Purchase Intention

INTRODUCTION

Nowadays, people start to be aware of the need to adopt a healthy lifestyle due to post Covid-19 pandemic (Cervellati et al., 2022; Eger et al., 2021), where people were start to consuming healthy beverages (Abell & Biswas, 2023). Especially in Indonesia, oat milk becoming an alternative choice for healthy beverages (Alodokter, 2024). According to Halodoc (2024), Oat milk is become one of the options for healthy drink choice because has a benefit such as be able to decrease cholesterol level and free lactose composition. According to survey by Jakpat (2024), oat milk consumption in Indonesia gradually increased with 42% of the respondents prefer to drink oat milk than UHT milk.

Because of that, company can grow consumers buying intent of oat milk product with creating high quality product and make right strategy in promoting the product (Crespo-Almendros et al., 2022; Qian, 2023).

Company collaboration with influencer also can be used as a sales promotion tool with the opinion which they created in social media (Ibáñez-Sánchez et al., 2022).

Influencer is a person that created and shared content as opinion leadership which has role to influence consumer purchase intention with shaping consumer positive perception towards the product (Fakhreddin & Foroudi, 2022). Sales promotion such as discount and others promotional tools can give rise in consumers purchase intention with consumers immediately make a purchase transaction (Said et al., 2023). Consumers perceived quality towards the product is playing roles to grow consumers trust that lead to purchase intent (Rahayu & Ruswanti, 2024). How opinion leadership, sales promotion and perceived quality influence on consumer purchase intention has attracted researcher interest to research further because it's relevant with current trend in consumer behavior in Indonesia.

Purchase intention has been researched previously with results product price, brand image and word of mouth give significant influence in purchase intention (Sidharta et al., 2021). Opinion leadership research has been conducted with the results the opinion leadership has positive influence in purchase intention and purchase behavior on beauty product (Fakhreddin & Foroudi, 2022; Pawestriningrum & Roostika, 2022). Previous research also mentioned that Influencer has an effect as sales promotion tool in social media (Mishra & Ashfaq, 2023). Sales promotion has been studied with the analyze that Sales promotion has positive influence on purchase intention (Kent & Bernarto, 2022; Miah et al., 2022). Research about perceived quality has been researched with the results perceived quality has significance influence in purchase intention (Marlien et al., 2021).

Research about opinion leadership, sales promotion and perceived quality mostly researched separately and some of the opinion leadership research focused on beauty product. In this research, opinion leadership, sales promotion along perceived quality as a mediation variable will be researched together to analyze the influence in oat milk product purchase intention.

The results of this research it is expected to found the influence of opinion leadership, sales promotion and perceived quality towards purchase intention with oat milk product consumers who lives in South Tangerang City as a respondent of this research. It is also expected the research can help marketing staff in Indonesia in enhance consumer behavior knowledge.

LITERATURE REVIEW

Purchase Intention

Purchase intention is a consumer interest in purchasing product (David et al., 2023). Purchase intention is a measure of

how willing consumers to buy a product through a physical store or online shop (Peña-García et al., 2020). Consumers will make a research about the product before pledging to buy it (Majeed et al., 2021). Consumers willing to make purchases with the reasons because it is easy to find the desired products and the availability of information about the products of interest which allowing them to compare prices and quality with other products (Purwianti et al., 2024).

Opinion Leadership

Influencer is a person who create opinion and share it to their followers in social media (Weismueller et al., 2020). Opinion leadership is defined as an active social media user who regularly shares content and posts that can influence the audience's perspective (Casaló et al., 2020). Opinion Leaders play a role in mass communication by taking information from mass media to directly shape individual behavior through word of mouth (Chopra et al., 2021).

Sales Promotion

According to the American Marketing Association, Sales promotion is one of the marketing strategy that targets retailers, distributors, and end users which can be used for a specific phase and aims to inspire customer needs (Qazi et al., 2021). Sales promotion is an effective tool for company because can analyze the market, and makes consumer able to know the promo of the particular product (Miah et al., 2022). Discount, coupon and buy one get one free promotion is often used as a sales promotion strategy (San & Aryupong, 2020). Sales promotion has benefits for increasing sales in short period (Crespo-Almendros et al., 2022).

Perceived Quality

Product quality refers to the broad characteristics and traits of a good or service that establish how well predicted demands are consistently satisfied (Akbari et al., 2024). Perception quality refers to how a customer views a product quality or superiority over alternatives in relation to the objectives they wish to achieve (Marlien et al., 2021). Perceived Quality is the consumer's evaluation of the view regarding the superiority of a product or service, including all components of the product and its utility (Rahayu & Ruswanti, 2024; Suthianto & Syah, 2023). The higher perceived quality, it's will rise consumer interest to buy the product (Crespo-Almendros et al., 2022).

HYPOTHESIS DEVELOPMENT

The Influence of Opinion Leadership on Sales Promotion

Influencer as an opinion leader is used as a marketing campaign for sales promotion because able to frequently share an opinion to their audiences about product that can turn the influenced audiences become a potential consumer with create product review and share their experiences with a product for building consumer trust (Chavda & Chauhan, 2024; Mishra & Ashfaq, 2023). Opinion leader also give recommendations to their consumers and encouraging them to follow the advice (Barta et al., 2023). When consumers think the opinion leader is trustworthy, they will follow the recommendations and decide to buy the product which leading to increasing the number of sales (Kanwar & Huang, 2022). With right strategy, company can used opinion leader as a sales promotion tool depends on the product, demographic and consumers interest as a consideration to make an effective promotional message

(Abell & Biswas, 2023). This is supported with a study by Chavda & Chauhan (2024) and Mishra & Ashfaq (2023) which mentioned that opinion leadership has a positive effect on sales promotion. See from the analysis above, we assumed the hypothesis:

H1: Opinion Leadership has positive influence on Sales Promotion.

The Influence of Opinion Leadership on Perceived Quality

Influencer that has deep knowledge about the product can create opinion and share in social media which can be more trusted by consumers that will increase consumers perceived quality (Fakhreddin & Foroudi, 2022). Opinion leadership that created by influencer also will shaping consumers positive perception towards the product (Barta et al., 2023). When consumers have positive perception on the products, it will affect consumers perceived quality with trusting the product has high quality (Casaló et al., 2020; Sesar et al., 2022).

The result is in line with previous analysis by Chen et al. (2024) and Sesar et al. (2022) which mentioned perceived quality has affected by opinion leadership. See from the analysis above, we assumed the hypothesis:

H2: Opinion Leadership has positive influence on Perceived Quality.

The Influence of Opinion Leadership on Purchase Intention

Social media influencers act as opinion leaders to influences their followers with their opinion (Pawestriningrum & Roostika, 2022; Zhuang et al., 2021). With their social media account, opinion leaders provide information, advice and recommendation that makes consumers trust and follow their

advice which influence consumers purchase intention and buying decisions (Yudha, 2023). In several brands of healthy products, opinion leadership show the product benefits for health which can affect consumers interest to buy (Abell & Biswas, 2023). Opinion leaders have a crucial role in shaping consumers positive perception towards the promoted product and directly influence consumers purchase intention (Fakhreddin & Foroudi, 2022). Because of that, company can make business partnership with influencer because their opinion leadership can boost the sales (Ibáñez-Sánchez et al., 2022). The result is in line with a previous study which stated opinion leadership has positive effect on purchase intention (Fakhreddin & Foroudi, 2022; Ibáñez-Sánchez et al., 2022; Pawestriningrum & Roostika, 2022; Yudha, 2023). Based on the explanation above, the assumed hypothesis is:

H3: Opinion Leadership has positive influence on Purchase Intention.

The Influence of Sales Promotion on Perceived Quality

Discount as part of sales promotion has a benefit with increasing product sales for a short period (Qazi et al., 2021). But, when the company only focus on discount it can negatively impact consumers perceived quality (San & Aryupong, 2020), because consumers will think the product has a low quality because the price dropped suddenly (Lestari et al., 2023). Promotion if planned with right strategy can increase consumers perceived quality (Cayaban et al., 2023), with highlighting benefits through promotional advertising, consumers gain a deeper information of product value and quality (Huwaida et al., 2024). Promoting brand image is also can elevate consumers perceived quality with consumers will associate the product has a premium quality

that can encourage consumers interest to buy (Said et al., 2023; Syntia & Realize, 2024). The result is in line with a previous analysis by which mentioned sales promotional has a positive influence on perceived quality (Huwaida et al., 2024; Said et al., 2023; Syntia & Realize, 2024). Based on the assumption above, the created hypothesis is:

H4: Sales Promotion has positive influence on Perceived Quality.

The Influence of Sales Promotion on Purchase Intention

In the present day, Sales promotion is not only discount, buy one get one and coupon but also giveaways and free shipping which can affect brand awareness positively (Qazi et al., 2021; Said et al., 2023). However, discount and coupon are still considered the most effective strategy because can encourage consumers to make purchase immediately also do impulse buying (Nandini & Samantaray, 2021). Sales promotion can maintain consumers loyalty thus giving impact on purchase intention (Kent & Bernarto, 2022). Social media can be used by company to spread information about newest promotion so that it can be known by potential consumers and can increase their interest to buy (Miah et al., 2022). This is supported by previous research which emphasize purchase intention is significantly impact by promotional tools (Kent & Bernarto, 2022; Miah et al., 2022; Nandini & Samantaray, 2021). Based on the explanation above, the assumed hypothesis is:

H5: Sales Promotion has positive influence on Purchase Intention.

The Influence of Perceived Quality on Purchase Intention

Consumers will have positive perception if the product has good quality (Joaddan, 2024). Nevertheless, if product has a higher

quality than other products it makes consumers willing to buy, even they must pay with a premium price (Nguyen & Nguyen, 2020). Because, higher product quality will strengthen the consumers reason feeling to have the product (Marlien et al., 2021). Product innovation also can grow consumers curiosity to a product and perceived that product has better quality than other product and it will encourage consumers purchase intent (Grewal & Levy, 2023). Consumer perceived quality will affect consumer's buying interest that also leads to purchase decision (Mulyadi et al., 2024; Nasution et al., 2021; Suttikun & Meeprom, 2021). This is supported by a research which stated that perceived quality has a positive influence on purchase intention (Marlien et al., 2021; Suttikun & Meeprom, 2021). See from assumption above, the following hypothesis is:

H6: Perceived Quality has positive influence on Purchase Intention.

Based on the hypothesis above and the research by Suttikun & Meeprom (2021), Yudha (2023) and Qazi et al. (2021). the framework below describes the relationship between opinion leadership and sales promotion as independent variable, perceived quality as a mediation variable and purchase intention as a dependent variable.

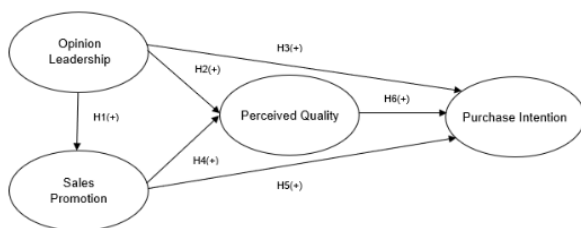


Figure 1 Theoretical Framework

METHODOLOGY

This research conducted on oat milk product consumers in South Tangerang,

Indonesia. Research conducted in quantitative method with population is a south Tangerang citizens and sample from the population is oat milk consumers with age range from 18 - 45 years old which consume oat milk at least once a week. Quantitative method is used to analyze data and test hypothesis also get the conclusions which based from the test hypothesis. Non-probability sampling technique and purposive sampling method is used to choose sample who meet the requirement that needed in research from the population. The collected data from survey participants is analyzed with Structural Equation Modelling - Partial Least Square (SEM - PLS) because is able to explain variance of dependent variables.

Questionnaire created with five point likert scale to measure the accuracy from respondents answer (Ruswanti & Januarko, 2021). The questions adopted from previous research which consists: Opinion Leadership variable adopted seven questions from Barta et al. (2023) and Yudha (2023), Sales Promotion variable borrowed two questions from Miah et al. (2022), Perceived Quality variable taken three questions from Marlien et al. (2021), Purchase Intention variable borrowed four questions from Majeed et al. (2021) and Peña-García et al. (2020).

The survey created with Google Form and the survey distribution to potential respondents via social media application such as WhatsApp because it has convenience factors with respondents able to participate online (Izudin et al., 2020). Data collected from February until March 2025 with total 135 respondents were participated to answer survey questions.

SmartPLS 3.0 software was used to analyzed the collected data with measure the Cronbach's Alpha and Composite Reliability

score which has the criteria more than 0.7 and Average Variance Extracted with the score criteria is more than 0.5. If the score was meet the required criteria the data collection is considered valid and reliable (Hair et al., 2021; Ringle et al., 2024).

RESULTS AND DISCUSSION

Results

Survey for data collection was held from February until March 2025 which total of 135 respondents who resided in South Tangerang City was participated in survey filling. Most of the respondents were female with total of 71 participants (52.6%). Male respondents were only 64 participants (47.4%). Based on age range most participants is dominated between 18 – 25 years old with 62 respondents (45.9%), followed with 26 – 35 years old with 53 participants (39.3%) and the fewest is 36 – 45 years old with 20 participants (14.8%). Most of the participants consumed oat milk 1 – 3 times per week with 93 respondents (68.9%) in total, the rest consumed oat milk 4 – 5 times per week with 31 respondents (23%). Most of the participants were university students with 89 respondents (65.9%) in total. Other participants working as private employee with 42 respondents (31.1%) and freelance worker with 4 respondents (3%). Most of the participants has monthly income below IDR 1 million with 63 respondents (46.7%), followed with has income between IDR 1.1 million and IDR 3 million with 52 respondents.

(38.5%). Then, 12 respondents (8.9%) have income between IDR 3.1 million – IDR 5 million, lastly only 8 participated respondents (5.9%) that has income more than IDR 5.1 million.

The research is analyzing the factor loading score to see if the indicator from each variable is considered valid.

Variable which has factor loading score above 0.7 is considered valid (Hair et al., 2021). Based on the figure below, all variable is considered valid.

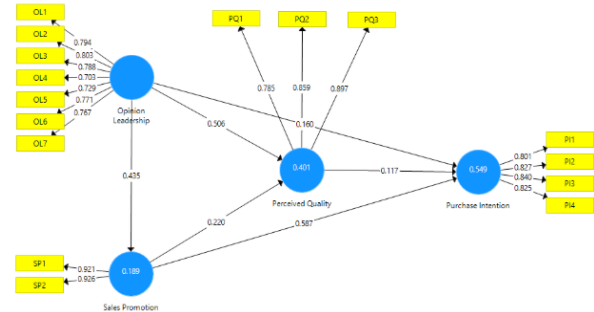


Figure 2 SEM - PLS Diagram

The next step is conducted validity and reliability test with measuring Cronbach's Alpha (CA), Composite Reliability (CR) and Average Variance Extracted (AVE) with the score criteria for Cronbach's Alpha and Composite Reliability with each more than 0.7 and Average Variance Extracted with score criteria more than 0.5 to be considered valid and reliable (Hair et al., 2021). Based on the Table 1, all of the variable is passed the required criteria so it's considered valid and reliable.

Table 1. Validity and Reliability Test

Construct	CA	CR	AVE
Opinion Leadership	0.882	0.908	0.586
Perceived Quality	0.805	0.885	0.720
Purchase Intention	0.842	0.894	0.678
Sales Promotion	0.827	0.921	0.853

Collinearity statistics is used to see if the independent variable has a relation each other. Variable with the VIF score below 5 indicated the variable doesn't has any potential issue (Hair et al., 2021).

Table 2. Collinearity Statistics

	OL	PQ	PI	SP
OL		1.233	1.662	1.000
PQ			1.671	
PI				
SP		1.233	1.314	

Next, Discriminant validity test is carried out with analyzing Fornell – Larcker Criterion to compares construct correlations with Average Variance Extracted to determine if a variable has a separate identity and differs from others variable in model. Based on the table below, all variable was meet the criteria so there's no potential issue.

Table 3. Discriminant Validity Test

	OL	PQ	PI	SP
OL	0.766			
PQ	0.602	0.848		
PI	0.486	0.472	0.823	
SP	0.435	0.440	0.708	0.923

Analyzing R-Square value in each variable was conducted as a part of quality criteria test to see the influence of independent and mediation variable on dependent variable (Hair et al., 2021). Based on the Figure 2, the finding is the influence of opinion leadership on sales promotion is 0.189 (18.9 %) with the remaining of 81.1% is influenced by other variable outside of this research. The influence of opinion leadership and sales promotion on perceived quality is 0.401 (40.1 %) with the remaining 59.9 % is influenced by other variable outside of this research. The influence all variable in this research on purchase intention is 0.549 (54.9%) with the remaining of 45.1 % is influenced by other variable outside of this research.

Last, Hypothesis test is conducted with analyzing the path coefficient, p - value and t - value score from each variable with the path coefficient score criteria is must between - 1 and 1. Thus, p - value score same above 0.005 and t - value score same above 1.960 to be concluded that hypothesis from a variable is accepted (Hair et al., 2021). Based on the required criteria, five hypotheses are accepted. On the other hand,

one hypothesis is not accepted because it's doesn't meet the required criteria.

Table 4. Hypothesis Test Results

H	Path Coefficient	T-Value	P - Value	Results
H1	0.435	5.520	0.000	Accepted
H2	0.506	7.430	0.000	Accepted
H3	0.160	2.264	0.024	Accepted
H4	0.220	2.382	0.018	Accepted
H5	0.587	9.021	0.000	Accepted
H6	0.117	1.372	0.171	Rejected

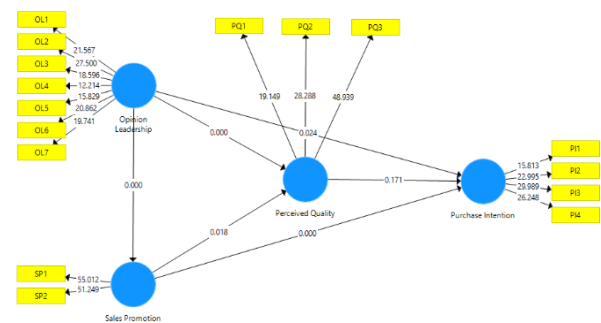


Figure 3 Bootstrapping Diagram

DISCUSSION

Based on the result, sales promotion is the most effective tool in influencing consumer purchase intention. This is supported by previous research which emphasize purchase intention is significantly impact by promotional tools (Kent & Bernarto, 2022; Miah et al., 2022; Nandini & Samantaray, 2021). Sales promotion is mostly become consumers consideration when want to buy a product (Miah et al., 2022). Sales promotion including discount is also encouraging consumers to immediately makes a purchase which is in line with the study by Kent & Bernarto (2022). It can be understood that price reduction is still consumers main consideration to make a purchase intention and decision (Miah et al., 2022).

Then, opinion leadership has positive influence on perceived quality which is in line with previous analysis by Chen et al.

(2024) and Sesar et al. (2022). Advertising by high credibility influencer can increase consumer trust level with consumer believe that the product has a high quality that also grow consumer interest to buy (Sesar et al., 2022; Yudha, 2023). Therefore, influencer can be used for convince consumers on product quality (Casaló et al., 2020). It can be seen, opinion leadership can affected consumer perceived quality with high credibility influencer (Sesar et al., 2022).

Opinion leadership also has positive influence on sales promotion which is in line with a study by Chavda & Chauhan (2024) and Mishra & Ashfaq (2023). Opinion leadership is used as a sales promotion tool with influencer share their experience when using the product and encourage consumers to follow the advice and recommendations (Chavda & Chauhan, 2024). In a study by Kanwar & Huang (2022) which stated that if consumers trust the opinion leadership, it will encourage consumers purchase intention. It can be seen that opinion leadership can affect sales promotion with influencer create opinion leadership that can influence consumer purchase intention (Mishra & Ashfaq, 2023). However, advertising by opinion leadership as a sales promotion tool is not as effective as price reduction or free gift (Grewal & Levy, 2023).

Sales promotion has a positive influence on perceived quality which is in line with a previous analysis by Huwaida et al. (2024) and Syntia & Realize (2024). If the product has strong brand image it is also increase the quality of product that will affect the sales promotion effectiveness (Syntia & Realize, 2024). It can be understood that consumer will more trust the sales advertising if the advertised product has strong brand image and high quality. And if the product has better benefit than other product, it will make consumers trust the product has a high quality that can

lead to purchase intention which is in line with the research by Huwaida et al. (2024) and Marlien et al. (2021).

Lastly, opinion leadership has positive effect on purchase intention (Fakhreddin & Foroudi, 2022; Ibáñez-Sánchez et al., 2022; Yudha, 2023). In a study by Barta et al. (2023), Fakhreddin & Foroudi (2022) and Yudha (2023) which emphasize that consumers convince to buy a product if they like the opinion by influencer. It can be understood that when consumers like the opinion leadership by influencer, they will use it as a source of information also follow their recommendation (Barta et al., 2023). It also affecting consumer positive perception towards the product which lead to purchase intention (Fakhreddin & Foroudi, 2022).

On the other hand, perceived quality does not have positive influence on consumer purchase intention. Affordable price has more influence in consumer positive perception and decision to buy (Neger & Uddin, 2020). Consumers also will consider product familiarity and sales promotion as a consideration when buy a product than a perceived quality (Chen et al., 2022). It can be seen that many consumers are more considering price and product familiarity when deciding to buy a product than a perceived quality (Rakib et al., 2022).

CONCLUSIONS

This research has a conclusion that opinion leadership and sales promotion has an influence on consumer purchase intention in oat milk product. Opinion leadership also has influence in consumer perceived quality. However, consumer perceived quality does not have influence in consumer purchase intention. Sales promotion is the most factor that influencing consumer purchase intention with discount, free gift and buy one get one, give away and free shipping. Sales promotion also can increase consumer

perceived quality with highlighting product benefit in advertisement. Opinion leadership has role in consumer perceived quality, sales promotion and consumer purchase intention with the opinion that created by influencer in advertising to make consumer believe the product has a high quality. Then, share their experience and give recommendation to consumers to build consumer trust and convince consumer purchase intention. On the other hand, consumer perceived quality does not have influence in purchase intention because consumer more considering product price, product familiarity and sales promotion as a purchase intention consideration.

This research has limitations with only 135 oatmilk consumers who reside in South Tangerang City that participated in questionnaire filling. So, the survey results it's not yet describing consumer purchase intention in healthy beverages industry in all province in Indonesia. For further research, it is suggested to analyze the relation between purchase intention and repurchase intention to know the factor that influence consumer intention to purchase the same product in the future.

This research give managerial implications with company can use sales promotion such as highlighting product benefit and brand image as a strategy tool for increase perceived quality and discount, free gift, buy one get one for encourage consumer to make a purchase immediately. Second, company can make a partnership with influencer to create opinion leadership such as advertising for sales promotion, share the experience when using the product also give advice and recommendation to build consumer perceive quality and consumer trust that can lead to purchase intention.

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